

Gov. Doc
Can
Ag

Publication 673

Technical Bulletin 23

DOMINION OF CANADA

Issued February 1940

First Printing

— DEPARTMENT OF AGRICULTURE

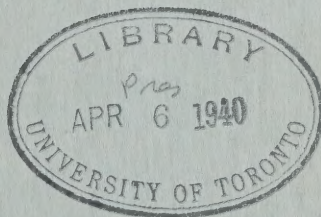


The Wholesale Marketing of Fresh Fruits and Vegetables in the City of Toronto

by

W. F. Chown and W. C. Hopper

ECONOMICS DIVISION
MARKETING SERVICE



PUBLISHED BY AUTHORITY OF THE HON. JAMES G. GARDINER
MINISTER OF AGRICULTURE
OTTAWA, CANADA

Publication 673

Technical Bulletin 23

DOMINION OF CANADA

Issued February 1940

First Printing

— DEPARTMENT OF AGRICULTURE

The Wholesale Marketing
of
Fresh Fruits and
Vegetables
in the
City of Toronto

by

W. F. Chown and W. C. Hopper

ECONOMICS DIVISION


MARKETING SERVICE



PUBLISHED BY AUTHORITY OF THE HON. JAMES G. GARDINER
MINISTER OF AGRICULTURE
OTTAWA, CANADA

TABLE OF CONTENTS

	PAGE
INTRODUCTION	5
GENERAL SURVEY OF WHOLESALE FRUIT AND VEGETABLE MARKETING.	6
<i>All Produce:</i>	
Origin	6
Method of Transportation	10
Month of Arrival	12
Number of Packages Received	14
Receiving Agencies	14
General Summary by Tonnage and Value of all Produce	
Marketed at Wholesale by Various Agencies.	18
Shipments Out and Apparent Wholesale Disappearance in Toronto	18
<i>Ontario Produce:</i>	
Tonnage and Value of Ontario Produce by Commodity Groups	20
Fruits and Vegetable Districts	21
Origin of Ontario Produce by Commodity Groups and by Districts	21
Method of Arrival	23
Survey of Ontario Fruit and Vegetable Growers	23
Distribution by Commodity Groups	25
SURVEY OF MARKETING AGENCIES	27
<i>Wholesale Marketing Agencies:</i>	
Wholesalers	28
Business Area	28
Sales on Commission	29
Turnover of Fresh Fruits and Vegetables during 1935	30
Direct Receipts	32
Total Carloads	34
Packages Received	34
Monthly Tonnage	34
Distribution of Sales	35
Dundas Street Market	37
Banana Jobbers	39
Miscellaneous Dealers and Jobbers	41
<i>Retail Marketing Agencies:</i>	
Independent Retail Stores	43
Chain Stores	44
Pedlars	47
Hotels and Institutions	47
Farmers' Retail Markets	48
MISCELLANEOUS	48
Wholesale Cartage and Delivery Costs	48
Railway Terminal Charges	50
Demurrage, Icing and Heating Charges	50
Railway and Steamship Records	50
SUMMARY	54



Digitized by the Internet Archive
in 2024 with funding from
University of Toronto

<https://archive.org/details/31761120008271>

THE WHOLESALE MARKETING OF FRESH FRUITS AND VEGETABLES IN THE CITY OF TORONTO

W. F. CHOWN and W. C. HOPPER

Marketing Service, Economics Division, Department of Agriculture

INTRODUCTION

The study of the Toronto market which follows was made at the request of the Toronto Terminal Market Committee for the purpose of assisting them to decide whether a new facility for the marketing of fresh fruits and vegetables was desirable in Toronto, and if so, to be of guidance in planning its location, type, and the regulations under which it would operate. The introduction and increased use of motor transportation, the growth in population, and the greater consumption of fresh fruits and vegetables throughout the year, have been factors that have tended to make present marketing arrangements obsolete and expensive. In order to meet similar changed conditions, wholesale terminal markets of various types have been constructed in a number of cities in the United States.

The Toronto Terminal Market Committee was appointed by the Minister of Agriculture of the province of Ontario under the chairmanship of Mr. Paul A. Fisher of Burlington. The committee included representatives of the Ontario fruit and vegetable growers, the Toronto wholesale and retail fruit and vegetable dealers, the transportation companies, the city of Toronto, the Ontario Department of Agriculture and the Dominion Department of Agriculture, Ottawa.

The original data on which the study is based were obtained from the books and records of the railways, steamship companies, wholesalers and chain stores and by gathering information during interviews with retailers, truckers, pedlars, growers and growers' co-operatives. Information was also secured from the Fruit and Vegetable Division of the Marketing Service of the Dominion Department of Agriculture, from the Department of Agriculture for the province of Ontario and from the Dominion Bureau of Statistics.

Detailed information was obtained for only one year — the calendar year 1935. The survey was made during the summer of 1936. Owing to the fact that it was necessary to accept estimates for certain data, that account sales of wholesalers for commodities sold on consignment were so numerous that "sampling" had to be resorted to, and that lack of standardization of Ontario packages made it difficult to calculate exactly the weights of produce, the study cannot be considered an exact measure of the wholesale marketing of fruits and vegetables in Toronto in 1935. However, many of the figures presented are exact and it is believed the balance of the data is sufficiently accurate for the purpose for which it was prepared.

The size of the Toronto market, the fact that it is the centre to which much of the surplus is shipped from all producing areas of Ontario, and its importance as a centre of distribution make this market and the prices received thereon matters of provincial importance. Also because such a large quantity of fruits and vegetables is produced close by, its importance as a centre of distribution to non-producing areas is increased.

Authors' Acknowledgments

The authors gratefully acknowledge the valuable assistance of J. G. Ryerson, of the Fruit and Vegetable Division, and Blake A. Campbell of the Agricultural Economics Division, in collecting information and in tabulating and analysing the data. The authors also wish to thank the following, who helped in the field work of the survey: A. A. Reinke, of the Agricultural Economics Division; L. C. Sturdy, of the Fruit and Vegetable Division; G. P. Collins, of the Ontario Agricultural College; and W. S. Rowe and L. S. Matthews, whose services were supplied by the Toronto Terminal Market Committee. Credit is also due to P. W. Hodgetts, of the Ontario Department of Agriculture, whose advice and assistance were frequently sought. To the Toronto fruit and vegetable wholesalers and their office staffs, to chain store executives, to officers of various transportation companies, to independent retail storekeepers, growers, truckers, city pedlars and others, who co-operated in giving information requested, the authors wish to extend their sincere thanks.

GENERAL SURVEY OF WHOLESALE FRUIT AND VEGETABLE MARKETING

All Produce

ORIGIN

It was estimated that 246,311 tons of fresh fruit, vegetables and potatoes were received in Toronto during 1935 (table 1). Of this total, 142,564 tons, or 57.9 per cent, were produced in Ontario; 25,784 tons, or 10.5 per cent, in other provinces of Canada; 56,256 tons, or 22.8 per cent, in the United States of America, and 21,707, or 8.8 per cent, in other countries. The cost of these commodities delivered in Toronto was \$12,701,324, after provision for transportation charges, customs duty and excise tax. Ontario produce cost \$4,335,639, or 34.1 per cent; other Canadian produce, \$706,735, or 5.6 per cent; United States produce, \$5,857,960, or 46.1 per cent; and produce from other countries, \$1,800,990, or 14.2 per cent.

TABLE 1.—ORIGIN OF ALL FRUITS, VEGETABLES AND POTATOES
RECEIVED IN TOTONTO DURING 1935

Origin	Weight		Cost	
	tons	%	\$	%
Ontario ¹	142,564	57.9	4,335,639	34.1
Canada.....	25,784	10.5	706,735	5.6
United States.....	56,256	22.8	5,857,960	46.1
Other countries.....	21,707	8.8	1,800,990	14.2
Total.....	246,311	100.0	12,701,324	100.0

(1) Ontario, exclusive of blueberries.

In addition to produce from commercial growers in Ontario, a considerable quantity of blueberries is received each summer from shippers in those districts where they are grown in quantities, — Ontario and parts of nearby Quebec. In 1935, 577 tons of blueberries valued at \$70,461 were received, principally from northern Ontario, but with substantial quantities from along the Nipissing Central Railway in Quebec and from Muskoka and other parts of southern Ontario. Separate figures were not recorded for these different areas. A car of blueberries was also received from the lake St. John district in eastern Quebec and one from Nova Scotia, which are included under shipments from those provinces.

TABLE 2.—ORIGIN, BY PROVINCE, STATE, AND COUNTRY OF ALL FRUITS,
VEGETABLES AND POTATOES RECEIVED IN TORONTO DURING 1935

Origin	Weight	Cost
	tons	\$
Ontario.....	142,564	4,335,639
Northern Ontario and Quebec.....	577	70,461
British Columbia.....	1,666	167,402
Manitoba.....	43	947
New Brunswick.....	4,553	87,745
Nova Scotia.....	66	7,608
Prince Edward Island.....	18,385	347,103
Quebec.....	494	25,469

TABLE 2.—ORIGIN, BY PROVINCE, STATE AND COUNTRY, OF ALL FRUITS, VEGETABLES AND POTATOES RECEIVED IN TORONTO DURING 1935

Origin	Weight	Cost
	tons	\$
Alabama.....	60	1,674
Arizona.....	2,443	221,417
Arkansas.....	120	16,762
California.....	32,319	3,619,734
Delaware.....	709	54,636
Florida.....	6,718	550,696
Georgia.....	1,777	84,188
Idaho.....	15	1,202
Illinois.....	13	1,843
Indiana.....	187	34,291
Kentucky.....	310	73,280
Louisiana.....	825	145,781
Maryland.....	401	24,440
Massachusetts.....	162	47,085
Mississippi.....	1,051	77,613
Missouri.....	49	5,537
New Jersey.....	46	5,132
North Carolina.....	276	23,259
Ohio.....	11	1,225
Oklahoma.....	26	3,202
Oregon.....	144	12,735
South Carolina.....	986	68,521
Tennessee.....	436	40,240
Texas.....	3,087	345,361
Virginia.....	1,740	82,975
Washington.....	30	3,372
Buffalo and Detroit Markets.....	2,315	311,759
Australia.....	253	21,378
Central America.....	2,502	166,487
Egypt.....	497	36,907
Italy.....	1,465	130,491
Mexico.....	2,952	362,163
Palestine.....	13	1,207
South Africa.....	50	4,661
South America.....	255	26,378
Spain.....	752	54,100
West Indies.....	12,968	997,218
Total.....	246,311	12,701,324

Prince Edward Island growers made use of the Toronto market to a greater extent than those of any other province except Ontario (table 2). Shipments from New Brunswick were second in tonnage but shipments from British Columbia were second in value. Produce from Quebec, Nova Scotia and Manitoba also was sold on the Toronto market in 1935.

California produce amounting to 32,319 tons, costing \$3,619,734 in Toronto was received in 1935. This exceeded in value any other district except Ontario and included a wide range of fruits and vegetables with citrus fruits predominating. Florida was the second state in importance, sending 6,718 tons of produce valued at \$550,696. It was also an important source of citrus fruits. Two states in the southwest, California and Arizona together, supplied 34,762 tons of produce valued at \$3,841,151. Five states bordering on the gulf of Mexico — Texas, Louisiana, Mississippi, Alabama and Florida, supplied 11,741 tons valued at \$1,121,125. Toronto draws heavily on these two areas for citrus fruits which are not produced in Canada, and also early vegetables and fruits now demanded even though out

of season locally. Truckers operating between Toronto and the produce terminals in Buffalo and Detroit brought in fruits and vegetables amounting to 2,315 tons and costing \$311,759. This produce included a wide range of commodities and particularly some of the more uncommon kinds, the demand for which did not warrant carlot quantities. These were not all produced in the United States.

From the West Indies, including Bermuda, Toronto received during the year, 12,968 tons of fruits and vegetables costing \$997,218. Bananas from Jamaica and pineapples from Cuba are the two important items in this group. Receipts from Mexico amounted to 2,952 tons valued at \$362,163 and consisted largely of tomatoes. Central American countries were drawn on for 2,502 tons valued at \$166,487. Honduras was the principal supplier. Commodities consisted chiefly of citrus fruits and bananas. Italy contributed 1,465 tons costing \$130,491 and was an important source of lemons. Receipts from Italy were said to be light during 1935 because of the war in Ethiopia and sanctions imposed. Australia, Egypt, Spain, and South America, send onions to supply the requirements of Toronto consumers. Oranges from Palestine and South Africa were also on sale in Toronto during 1935.

Of the total of all commodities sold at wholesale in Toronto in 1935, fruits amounted to 89,141 tons valued at \$7,100,205; vegetables, 73,183 tons at \$4,274,541; and potatoes, 83,987 tons at \$1,326,578 (table 3). Fruits were 36.2 per cent of the total tonnage but 55.9 per cent of the total value, whereas potatoes were 34.1 per cent of the total tonnage but only 10.4 per cent of the total value.

TABLE 3.—WEIGHT AND COST OF ALL FRUITS, VEGETABLES AND POTATOES IN TORONTO DURING 1935

Commodity grouping	Weight		Cost	
	tons	%	\$	%
Fruits.....	89,141	36.2	7,100,205	55.9
Vegetables.....	73,183	29.7	4,274,541	33.7
Potatoes.....	83,987	34.1	1,326,578	10.4
Total.....	246,311	100.0	12,701,324	100.0

TABLE 4.—VALUE AND TONNAGE OF FRUITS, VEGETABLES AND POTATOES RECEIVED IN TORONTO FROM DIFFERENT SOURCES DURING 1935

Origin	Fruit		Vegetables		Potatoes		Total
	\$	%	\$	%	\$	%	\$
<i>Value</i>							
Ontario.....	1,901,733	26.8	1,657,497	38.8	776,409	58.5	4,335,639
Canada.....	195,310	2.8	69,809	1.6	441,616	33.3	706,735
U. S. A.....	3,765,116	53.0	1,987,659	46.5	105,185	7.9	5,857,960
Other foreign countries...	1,238,046	17.4	559,576	13.1	3,368	.3	1,800,990
	7,100,205	100.0	4,274,541	100.0	1,326,578	100.0	12,701,324
<i>Weight</i>							
Ontario.....	38,690	43.4	45,275	61.9	58,599	69.8	142,564
Canada.....	2,094	2.3	470	.6	23,220	27.6	25,784
U. S. A.....	31,696	35.6	22,438	30.7	2,122	2.5	56,256
Other foreign countries...	16,661	18.7	5,000	6.8	46	.1	21,707
	89,141	100.0	73,183	100.0	83,987	100.0	246,311

Ontario supplied 43.4 per cent of the tonnage of all fruits, 61.9 per cent of all vegetables, and 69.8 per cent of all potatoes (table 4). Other parts of Canada supplied only small quantities of fruits and vegetables but did supply 27.6 per cent of the total tonnage of potatoes.

The low percentage of Ontario fruits is explained by the fact that the total includes 2,959 cars of citrus fruits, bananas and pineapples that cannot be produced commercially in Canada. The car loads of these fruits amounted to 41,461 tons valued at \$4,023,355. This was 47 per cent of the total tonnage of fruit and 85 per cent of the tonnage of imported fruit.

Ontario can produce nearly all kinds of vegetables but heavy importations were made from the United States and elsewhere at seasons of the year when these could not be obtained locally. Importations included a high proportion of the most perishable vegetables such as beans, lettuce, spinach and tomatoes.

TABLE 5.—ORIGIN BY PROVINCE, STATE AND COUNTRY OF ALL FRUITS RECEIVED IN TORONTO DURING 1935

Origin	Weight	Cost
	tons	\$
Ontario.....	38,690	1,901,733
Northern Ontario and Quebec.....	577	70,461
British Columbia.....	1,364	112,198
Nova Scotia.....	66	7,608
Quebec.....	87	5,043
Arizona.....	30	3,080
Arkansas.....	43	4,612
California.....	24,010	2,876,417
Delaware.....	180	23,737
Florida.....	3,507	296,601
Georgia.....	316	35,599
Illinois.....	13	1,843
Indiana.....	134	30,374
Kentucky.....	310	73,280
Louisiana.....	286	81,781
Massachusetts.....	162	47,085
New Jersey.....	15	3,671
North Carolina.....	25	3,224
Oregon.....	144	12,735
South Carolina.....	43	5,525
Tennessee.....	67	13,216
Texas.....	1,222	95,760
Virginia.....	26	1,887
Washington.....	30	3,372
Buffalo and Detroit markets.....	1,133	151,317
Central America.....	2,502	166,487
Italy.....	1,465	130,491
Palestine.....	13	1,207
South America.....	96	9,667
South Africa.....	50	4,661
Spain.....	488	38,162
West Indies.....	12,047	887,371
	89,141	7,100,205

A very large proportion of the potato requirements was obtained in Ontario but heavy shipments were also secured in the Maritime Provinces, particularly Prince Edward Island. Early potatoes to the extent of 2,168 tons or 2.6 per cent

of the total were brought in from the United States and West Indies, mostly during May and June before the local new crop was ready. The cost per ton of Ontario potatoes was \$13.25 and the cost of Maritime potatoes, \$18.90. In spite of this difference in price, Toronto consumers demanded Maritime potatoes to the extent of 22,938 tons because, generally speaking, they were better graded and more attractively packed.

TABLE 6.—ORIGIN BY PROVINCE, STATE AND COUNTRY OF ALL VEGETABLES RECEIVED IN TORONTO DURING 1935

Origin	Weight	Cost
	tons	\$
Ontario.....	45,275	1,657,497
British Columbia.....	302	55,204
Quebec.....	168	14,605
Alabama.....	60	1,674
Arizona.....	2,413	218,337
Arkansas.....	77	12,150
California.....	8,309	743,317
Delaware.....	529	30,899
Florida.....	3,044	244,660
Georgia.....	1,422	46,576
Idaho.....	15	1,202
Indiana.....	53	3,917
Louisiana.....	539	64,000
Maryland.....	315	20,444
Mississippi.....	1,051	77,613
Missouri.....	49	5,537
New Jersey.....	31	1,461
North Carolina.....	154	15,104
Ohio.....	11	1,225
Oklahoma.....	26	3,202
South Carolina.....	422	36,944
Tennessee.....	369	27,024
Texas.....	1,865	249,601
Virginia.....	537	25,648
Buffalo and Detroit markets.....	1,147	157,124
Australia.....	253	21,378
Egypt.....	497	36,907
Mexico.....	2,952	362,163
Spain.....	264	15,938
South America.....	159	16,711
West Indies.....	875	106,479
	73,183	4,274,541

The place of origin of all fresh fruits, vegetables and potatoes received in Toronto during 1935 is shown in tables, 5, 6 and 7.

METHOD OF TRANSPORTATION

It was estimated that 103,589 tons or 42.1 per cent of the total tonnage of fresh fruits, vegetables and potatoes received in Toronto during 1935 arrived by railway (table 9). A small amount, 1,709 tons or 0.7 per cent, arrived by boat, and 141,013 tons or 57.2 per cent arrived by motor truck. Ninety-seven per cent of the Ontario tonnage was carried to market by motor truck whereas only 2.4 per cent of the tonnage originating elsewhere arrived by this method. Ontario produce delivered in Toronto cost less per ton. On the basis of value the proportions were 63.9 per cent by rail and only 35.5 per cent by motor truck (table 10).

TABLE 7.—ORIGIN BY PROVINCE, STATE AND COUNTRY OF ALL POTATOES
RECEIVED IN TORONTO DURING 1935

Origin	Weight	Cost
	tons	\$
Ontario.....	58,599	776,409
Manitoba.....	43	947
New Brunswick.....	4,553	87,745
Prince Edward Island.....	18,385	347,103
Quebec.....	239	5,821
Florida.....	167	9,435
Georgia.....	39	2,013
Maryland.....	86	3,996
North Carolina.....	97	4,931
South Carolina.....	521	26,052
Virginia.....	1,177	55,440
Buffalo and Detroit markets.....	35	3,318
West Indies.....	46	3,368
Total.....	83,987	1,326,578

TABLE 8.—WEIGHT AND COST OF ALL CARS OF FRUIT, VEGETABLES AND POTATOES
UNLOADED IN TORONTO DURING 1935

	Number of cars	Weight	Cost
		tons	\$
Fruit.....	3,470	48,601	4,957,639
Vegetables.....	2,286	27,502	2,468,418
Potatoes.....	1,239	26,337	560,147
Total.....	6,995	102,440	7,986,204

TABLE 9.—TONNAGE OF ALL FRUITS AND VEGETABLES RECEIVED IN TORONTO
DURING 1935 BY DIFFERENT METHODS OF TRANSPORTATION

Method of transportation	Ontario produce		Other produce		All produce	
	tons	%	tons	%	tons	%
Carloads.....	2,154	1.5	100,286	96.6	102,440	41.6
L. c. l. freight.....	41	.1	60	.1	101	.1
L. c. l. express.....	453	.3	595	.6	1,048	.4
Boat.....	1,435	1.0	274	.3	1,709	.7
Motor truck.....	138,481	97.1	2,532	2.4	141,013	57.2
Total.....	142,564	100.0	103,747	100.0	246,311	100.0
Percentage.....	57.9	—	42.1	—	100.0	—

Railway deliveries, including express, were principally in carload quantities. Six thousand, nine hundred and ninety-five carloads weighing 102,440 tons and costing \$7,986,204 were unloaded in Toronto during 1935. Freight shipments in less than carload quantities amounted to 41 tons from Ontario and 60 tons from elsewhere. Express received in less than carload quantities amounted to 453 tons of miscellaneous fruits and vegetables from various parts of Ontario, 534 tons of blueberries from northerly points, 18 tons from other parts of Canada and 41 tons from foreign countries.

TABLE 10.—COST OF ALL FRUITS AND VEGETABLES RECEIVED IN TORONTO DURING 1935 BY DIFFERENT METHODS OF TRANSPORTATION

Method of transportation	Ontario produce		Other produce		All produce	
	\$	%	\$	%	\$	%
Carloads.....	39,086	.9	7,947,118	95.0	7,986,204	62.9
L. c. l. freight.....	1,688	.1	7,232	.1	8,920	.1
L. c. l. express.....	32,544	.7	79,867	.9	112,411	.9
Boat.....	79,992	1.8	5,435	.1	85,427	.6
Motor truck.....	4,182,329	96.5	326,033	3.9	4,508,362	35.5
Total.....	4,335,639	100.0	8,365,685	100.0	12,701,324	100.0
Percentage.....	34.1	—	65.9	—	100.0	—

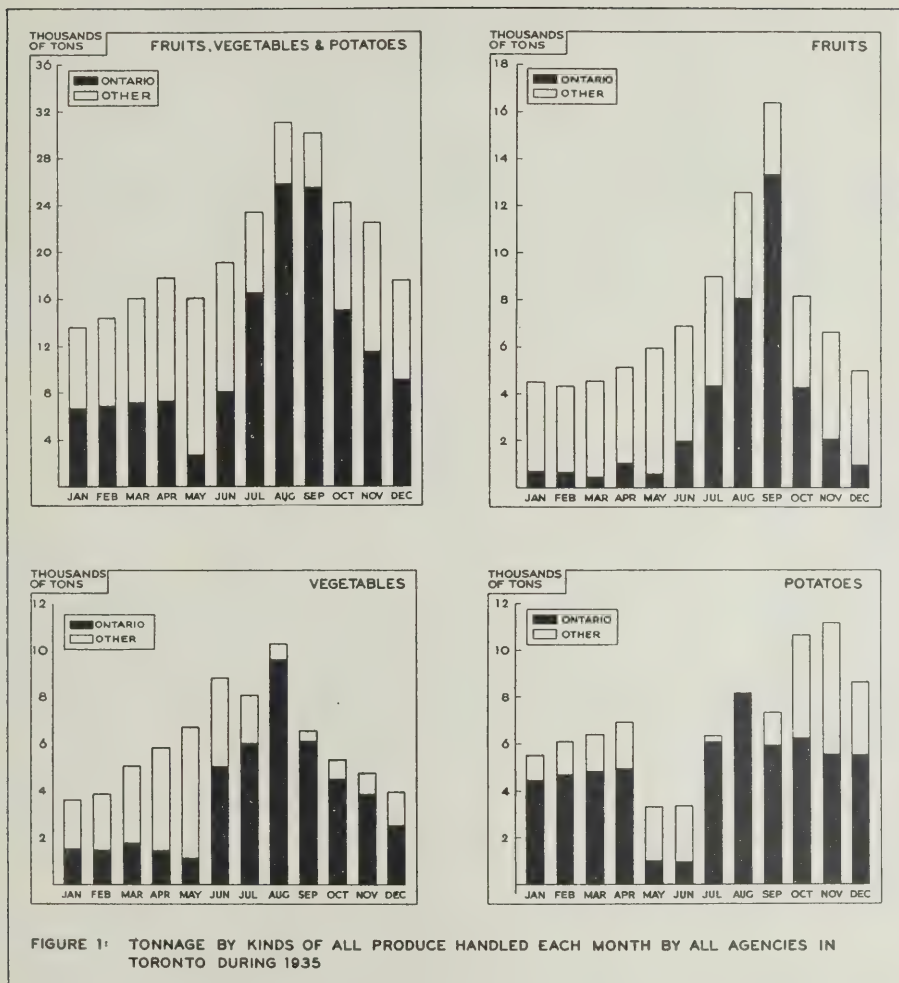
The boats plying between Toronto and Queenston, Niagara-on-the-Lake, and Port Dalhousie carried 1,435 tons of fruits and vegetables to Toronto in 1935. Two cargoes of potatoes arrived from Prince Edward Island. These, with a small tonnage by lake freighters, made a total of 1,709 tons of produce arriving by boat.

Motor truck receipts amounting to 141,013 tons valued at \$4,508,362 consisted principally of Ontario produce but included 2,315 tons from Buffalo and Detroit terminal markets in the United States and 217 tons from northern Ontario and Quebec province.

MONTH OF ARRIVAL

An estimate of the tonnage arriving in Toronto by months is presented in table 11 and is also shown in figure 1. Tonnage per month gradually increased from January to April. The quantity of Ontario produce, which arrived during these four months, was fairly steady but imports increased. Imported asparagus, cabbage, carrots, celery, onions, potatoes, spinach and tomatoes came forward in increasing quantities as local supplies became exhausted and prices of produce from southern districts became more competitive. Pineapples and strawberries also arrived in substantial quantities during April and arrivals of bananas increased considerably. There was a slight drop in total tonnage in May caused by the decrease in Ontario produce and in spite of the fact that imports reached their peak in that month.

During June, July and August, total tonnage per month increased and was at the peak of 31,039 tons in August. This increase was entirely due to the arrival of local Ontario produce and in spite of a decrease in the tonnage of other fruits and vegetables. The monthly tonnage of fruits increased from 5,952 tons in May to 12,530 tons in August. Ontario fruits increased from 609 tons to 8,039 tons, but other fruits decreased from 5,343 tons to 4,491 tons. The tonnage of other fruits was maintained at a relatively high level by the continued heavy receipts of citrus fruits and bananas and also by the arrival of early apples, grapes, peaches, pears and other deciduous fruits, not yet ready for market locally. The tonnage of Ontario vegetables increased from 1,140 tons in May to 9,619 tons in August.



Other vegetables decreased from 5,642 tons to 721 tons during the same period. The arrivals of vegetables from outside Ontario were not maintained to an extent comparable with fruits. Potato arrivals showed practically no change in June from the preceding month, but increased during July and August. There were no potatoes reported from outside Ontario in August.

Total tonnage in September remained high; namely, 30,289 tons, although there were slight decreases in both Ontario and other tonnage. Arrivals of Ontario fruits increased from 8,039 tons in August to 13,337 tons in September, which was the high month of the year and represented over one-third of the total Ontario fruits marketed. Arrivals of other fruits decreased to 3,004 tons making September the low month of the year for this group, and receipts of all vegetables decreased from 10,340 tons in August to 6,599 tons in September. There was a heavy decrease in arrivals from Ontario and a slight decrease from other areas. The tonnage of potatoes shipped to Toronto in September was less than in August in spite of an increase from the Maritimes.

Total tonnage decreased each month from September to December. Ontario tonnage decreased each month and the greatest drop was from September to

TABLE 11.—TONNAGE OF ALL FRUITS, VEGETABLES AND POTATOES RECEIVED EACH MONTH BY ALL AGENCIES IN TORONTO DURING 1935

MONTH	FRUIT			VEGETABLES			POTATOES			ALL COMMODITIES		
	Ont.	Other	Total	Ont.	Other	Total	Ont.	Other	Total	Ont.	Other	Total
	tons	tons	tons	tons	tons	tons	tons	tons	tons	tons	tons	tons
January	757	3,808	4,565	1,590	2,041	3,631	4,445	1,020	5,465	6,792	6,869	13,661
February	743	3,615	4,358	1,499	2,372	3,871	4,693	1,475	6,168	6,935	7,462	14,397
March	532	4,064	4,596	1,796	3,296	5,092	4,892	1,524	6,416	7,220	8,884	16,104
April	1,027	4,098	5,125	1,466	4,374	5,840	4,929	1,999	6,928	7,422	10,471	17,893
May	609	5,343	5,952	1,140	5,642	6,782	1,014	2,346	3,360	2,763	13,331	16,094
June	2,004	4,875	6,879	5,036	3,804	8,840	992	2,383	3,375	8,032	11,062	19,094
July	4,348	4,652	9,000	6,014	2,090	8,104	6,122	264	6,386	16,484	7,006	23,490
August	8,039	4,491	12,530	9,619	721	10,340	8,169	—	8,169	25,827	5,212	31,039
September	13,337	3,004	16,341	6,174	425	6,559	5,963	1,386	7,349	25,474	4,815	30,289
October	4,289	3,902	8,191	4,582	771	5,353	6,259	4,395	10,654	15,130	9,068	24,198
November	2,053	4,555	6,608	3,846	952	4,798	5,571	5,543	11,114	11,470	11,050	22,520
December	952	4,044	4,996	2,513	1,420	3,933	5,550	3,053	8,603	9,015	8,517	17,532
TOTAL	38,690	50,451	89,141	45,275	27,908	73,183	58,599	25,388	83,987	142,564	103,747	246,311

October. This was because of the large decrease in Ontario fruits which dropped from the peak of 13,337 tons in September to 4,289 tons in October and in spite of a slight increase in tonnage of Ontario potatoes in October. Tonnage from outside Ontario increased to 11,050 tons in November, but decreased in December to 8,517 tons. Fruits from outside Ontario increased in October and November but decreased in December. There was a gradual increase in imported vegetables each month during this period. Potatoes from outside Ontario increased in October and were at their peak in November, but decreased in December to the relatively high level of 3,053 tons.

Total tonnage reached its maximum in August and September and this monthly tonnage was above the average of 20,526 tons in five months July, August, September, October and November. During these five months 131,536 tons or 53 per cent of the total arrived in Toronto. Fruits reached their peak in September, vegetables in August, and potatoes in November.

NUMBER OF PACKAGES RECEIVED

It is estimated that 13,720,100 packages of different kinds of fruits, vegetables and potatoes arrived in Toronto during 1935. Of this total 10,200,000 contained produce of Ontario origin. Over half of these were six-quart baskets and nearly four million of these contained Ontario fruits. Approximately 75,700 baskets of blueberries were received from northern Ontario and Quebec. A total of 679,600 packages came from other Canadian provinces, including 579,200 bags of potatoes. Toronto received 2,764,800 packages from countries other than Canada. These included 191,700 watermelons by count, 447,200 stems of bananas, and 100,000 miscellaneous packages of fruits and vegetables received in mixed cars. Oranges, lemons and grapefruit in boxes make up most of the total of 813,500 boxes of fruits, the largest single item.

RECEIVING AGENCIES

Fruits, vegetables and potatoes offered for sale in Toronto are not all brought into the city by any one kind of marketing agency. Seven fairly distinct classes

of agency are listed in table 12. Of these, the wholesalers handled the largest volume, which was 133,229 tons or 54.1 per cent of the total tonnage in 1935. This included produce handled on commission. Growers and truckers sold 26,142 tons or 10.6 per cent on the Dundas street market. Banana jobbers received 8,380 tons or 3.4 per cent. Miscellaneous dealers, including trucker-dealers, some small jobbers not included with the wholesalers, and some brokers who sold at wholesale, accounted for 13,737 tons or 5.6 per cent. Independent retailers brought in a few cars and bought at the store door to the extent of 46,134 tons or 18.7 per cent. Produce purchased by chain stores direct from local growers and brought in direct in cars amounted to 15,849 tons or 6.4 per cent. Pedlars brought to Toronto in their own trucks or had delivered to them by growers commodities weighing 2,840 tons or 1.2 per cent.

TABLE 12.—TONNAGE OF ALL FRUITS AND VEGETABLES RECEIVED IN TORONTO DURING 1935 BY DIFFERENT MARKETING AGENCIES

Marketing agency	Ontario produce		Other produce		All produce	
	tons	%	tons	%	tons	%
Wholesalers.....	49,051	34.4	84,178	81.1	133,229	54.1
Dundas street market.....	26,142	18.4	—	—	26,142	10.6
Banana jobbers.....	—	—	8,380	8.1	8,380	3.4
Miscellaneous dealers.....	10,728	7.5	3,009	2.9	13,737	5.6
Independent retailers.....	45,618	32.0	516	.5	46,134	18.7
Chain stores.....	8,185	5.7	7,664	7.4	15,849	6.4
Pedlars.....	2,840	2.0	—	—	2,840	1.2
Total.....	142,564	100.0	103,747	100.0	246,311	100.0
Percentage of all produce.....	57.9	—	42.1	—	100.0	—

TABLE 13.—COST OF ALL FRUITS AND VEGETABLES RECEIVED IN TORONTO DURING 1935 BY DIFFERENT MARKETING AGENCIES

Marketing agency	Ontario produce		Other produce		All produce	
	\$	%	\$	%	\$	%
Wholesalers.....	1,779,248	41.0	7,337,737	87.7	9,116,985	71.8
Dundas street market.....	685,000	15.8	—	—	685,000	5.4
Banana jobbers.....	—	—	591,789	7.1	591,789	4.6
Miscellaneous dealers.....	275,908	6.4	93,937	1.1	369,845	2.9
Independent retailers.....	1,170,000	27.0	12,991	.2	1,182,991	9.3
Chain stores.....	352,483	8.1	329,231	3.9	681,714	5.4
Pedlars.....	73,000	1.7	—	—	73,000	.6
Total.....	4,335,639	100.0	8,365,685	100.0	12,701,324	100.0
Percentage of total cost.....	34.1	—	65.9	—	100.0	—

On the basis of cost, the wholesalers were responsible for \$9,116,985 worth of commodities or 71.8 per cent of the total (table 13). This agency received 81.1 per cent of the tonnage from outside Ontario which included most of the high-priced ‘out of season’ commodities, resulting in 54.1 per cent of this tonnage being equivalent to 71.8 per cent of the value. Of the Ontario tonnage, 34.4 per cent was received by wholesalers, 32 per cent by retailers, 7.5 per cent by trucker-dealers and small jobbers, 5.7 per cent by chain stores, 2.0 per cent by pedlars and 18.4 per cent was sold on the Dundas street market.

TABLE 14.—GENERAL SUMMARY OF WHOLESALE FRUIT AND VEGETABLE MARKETING IN TORONTO, 1935

Marketing agency, origin and class of produce	Total direct purchases	Ontario	Other origin	Fruits	Vegetables	Potatoes	Carload	Boat and l. c. l. freight and express	Motor truck	INDIRECT PURCHASES		Cost purchase per turnover statements
										Cost	Inter- agency profit	
<i>Agency:</i>	1	2	3	4	5	6	7	8	9	10	11	12
Wholesale Purchases	\$ 7,464,838	488,479	6,976,359	4,407,353	2,510,092	457,493	6,779,743	34,015	651,080	39,809	2,830	7,507,477
Consignment	\$ 95,357	14,859	80,998	43,733	80,354	21,592	80,122	455	15,280	623		96,489
	\$ 1,652,147	1,290,769	361,378	736,312	888,138	37,697	160,975	172,743	1,318,429			1,652,147
	\$ 37,372	34,192	3,180	13,749	20,229	3,394	1,900	2,403	33,069			37,372
Total	\$ 9,116,985	1,779,248	7,337,737	5,223,665	3,398,230	495,090	6,940,718	206,758	1,969,509	39,809	2,830	9,159,624
Dundas St.	133,229	49,051	84,178	57,480	50,763	24,986	82,022	2,858	48,349	623		133,852
Banana jobbers	\$ 685,000	685,000		289,430	207,100	188,380			685,000			685,000
	\$ 26,142	26,142		6,008	5,774	14,360			26,142			26,142
	\$ 591,780		591,789	591,789			591,789					591,789
	\$ 8,380		8,380	8,380			8,380					8,380
	\$ 69,035		69,035	17,019			69,035					69,035
Truckee dealer	\$ 1,762		1,762	185	27,987	24,929			275,000	571,800	47,279	1,762
jobbers	\$ 300,810	275,908	24,902	121,633	77,468	101,709	25,810	1,276	10,699	7,571		919,889
Independent retailers	\$ 11,975	10,728	1,247	2,711	2,162	7,102	12,911	516	5,990,685	611,535		19,546
	\$ 10,728	10,728		5,272,242	272,607	383,142	12,911	516	1,170,000	105,578		7,785,211
Chain stores	\$ 46,134	45,618	516	9,581	7,598	28,955	345,861	8,484	45,618	1,337,766	112,734	151,712
	\$ 45,618	45,618		297,139	270,736	113,835	345,861		335,853	1,337,766		2,132,214
Pedlars	\$ 681,714	352,483	329,231	4,076	5,948	5,825	8,484		7,365	17,330		33,179
	\$ 73,000	73,000	7,664	32,288	20,323	20,389			73,000	1,056,551	75,425	1,204,976
	\$ 2,840	2,840		720	566	1,554			22,015			22,855
Total	\$ 3,584,339	2,556,391	1,027,948	1,876,540	876,311	831,488	1,045,486		2,538,853			
	\$ 146,311	93,513	19,569	31,664	22,420	59,001	20,418		92,664			
Grand total	\$ 12,701,324	4,335,639	8,365,685	7,100,205	4,274,541	1,326,578	7,986,204	206,758	4,508,362			
	\$ 246,311	142,051	103,747	89,141	73,183	83,987	102,440	2,858	141,013			
<i>Origin:</i>												
Ontario	\$ 4,335,639	4,335,639		1,901,733	1,657,497	776,409	39,086	114,224	4,182,329			
	\$ 142,564	142,564		38,690	45,275	58,599	2,154	1,929	138,481			
Canadian	\$ 796,735		706,735	195,310	69,800	441,616	623,054	69,407	14,214			
	\$ 25,784		25,784	2,094	470	23,220	24,785	782	14,214			
Countries other than	\$ 7,657,950		7,658,950	5,003,162	2,547,235	108,553	7,324,064	23,127	311,759			
Canada	\$ 77,963		77,963	48,357	27,438	2,168	75,501	147	2,315			
Total	\$ 12,701,324	4,335,639	8,365,685	7,100,205	4,274,541	1,326,578	7,986,204	206,758	4,508,362			
	\$ 246,311	142,564	103,747	89,141	73,183	83,987	102,440	2,858	141,013			
<i>Class:</i>												
Fruits	\$ 7,100,205	1,901,733	5,198,472	7,100,205		4,957,639		156,272	1,986,294			
	\$ 89,141	38,690	50,451	89,141		48,601		2,029	38,511			
Vegetables	\$ 4,274,541	1,657,497	2,617,044		4,274,541	2,468,418		47,837	1,758,286			
	\$ 73,183	35,275	27,908		73,183	27,502		597	45,084			
Potatoes	\$ 1,326,578	776,409	550,169		1,326,578	560,147		2,649	763,782			
	\$ 83,987	58,599	25,388		83,987	26,337		232	57,418			
Total	\$ 12,701,324	4,335,639	8,365,685	7,100,205	4,274,541	1,326,578	7,986,204	206,758	4,508,362	8,996,611	849,803	22,547,738
	\$ 246,311	142,564	103,747	89,141	73,183	83,987	102,440	2,858	141,013	153,117	—	399,428



Side view of buildings used in summer by Toronto fruit and vegetable wholesalers in 1912.



End view of above building in 1939.

GENERAL SUMMARY OF TONNAGE AND VALUE OF ALL PRODUCE MARKETED AT WHOLESALE BY VARIOUS AGENCIES

A general summary of the wholesale marketing of fresh fruits and vegetables in Toronto during 1935 is presented in table 14. Column 1 gives the direct purchases of each marketing agency, and the total produce received according to place of origin and according to kinds of produce. Columns 2 and 3 divide the total between produce originating in Ontario and elsewhere. Columns 4, 5, and 6 divide the total again between fruits, vegetables and potatoes. Columns 7, 8, and 9 again divide the total between carload, boat, l. c. l. freight and express, and motor truck arrivals. Columns 10 and 11 show the indirect purchases made by one agency from other agencies listed. In column 10 the cost to the original receiving agency is given and in column 11 the inter-agency profit or mark-up on these goods. Column 12 gives the cost of goods sold by each agency and the total tonnage handled by each but as there is considerable duplication in column 12, the total is of no significance.

SHIPMENTS OUT AND APPARENT WHOLESALE DISAPPEARANCE IN TORONTO

Not all of the commodities brought into Toronto were consumed there. An estimate of the tonnage and value, at cost, of sales outside Toronto is given for each marketing agency in table 15.

TABLE 15.—SHIPMENTS OF FRUITS AND VEGETABLES TO OUTSIDE POINTS BY DIFFERENT TORONTO MARKETING AGENCIES, 1935

Marketing agency	Ontario produce		Other produce		All produce	
	tons	\$	tons	\$	tons	\$
Wholesalers.....	8,050	349,024	20,130	1,749,834	28,180	2,098,858
Dundas street market	2,519	66,000	—	—	2,519	66,000
Banana jobbers.....	—	—	853	65,053	853	65,053
Miscellaneous dealers.....	—	—	279	22,503	279	22,503
Chain stores.....	1,875	177,572	6,128	364,668	8,003	542,240
	12,444	592,596	27,390	2,202,058	39,834	2,794,654

Wholesale fruit and vegetable dealers' sales outside Toronto, including mark-up, amounted to \$2,236,500 and were 22 per cent of their total sales. Analysis of these sales is given in table 16.

TABLE 16.—ANALYSIS OF SALES OF FRUITS AND VEGETABLES TO DISTRICTS OUTSIDE TORONTO BY 39 WHOLESALERS DURING 1935 (*)

District	Value of sales
	\$
Northern Ontario and Quebec (North Bay and North).....	270,360
Ontario Highlands (Fesserton, Orillia, Cobocok, Petawawa).....	120,710
Eastern Ontario (East of Yonge Street—Lake Simcoe).....	645,750
Hamilton.....	390,030
Western Ontario (C.N.R. from Toronto to Kitchener, Stratford to Goderich).....	503,720
Southern Ontario (South of C.N.R.).....	213,810
Eastern Canadian Ports.....	86,040
Western Canada.....	540
U. S. Shipments.....	5,540
Total.....	2,236,500

(*) See table 17 for list of wholesalers included in this group.

Unlike many other cities of a similar size, Toronto has a source of supply for much of its fruit and vegetable requirements in nearby counties.

TABLE 17.—THIRTY-NINE TORONTO FRUIT AND VEGETABLE DEALERS CLASSIFIED AS WHOLESALERS FOR THE STUDY

H. J. Ash	Merkur Bros.
James Bamford & Sons Ltd.	McBride Bros., Limited
Barrett Bros.	W. J. McCart & Co., Limited
Canada Packers Ltd.	McWilliam & Everist Limited
Canadian Fruit & Produce Co.	National Grocers Co., Limited ¹
Clemes Bros.	The Ontario Produce Co., Limited
P. Culotta & Co. Ltd.	W. M. Pace Co., Ltd.
A. Dunn & Co.	Samuel Rolin
Everist Bros. Ltd.	Rubinoff Bros.
J. Frankel & Sons	Schafer, Pinkus & Co.
S. D. Free & Co.	Scorsone Fruit Co.
Grossman & Hatsman	H. Shoom & Co.
Hamilton Produce Co.	Chas. S. Simpson Co., Ltd.
Samuel Hisey & Son	D. Spence Limited
Kalles & Sharf Co.	Stronach & Sons
H. Levey & Son	Terminal Fruit Auction Ltd.
F. G. Lister & Co., Limited	J. Ursino & Co.
Manser - Webb Co.	United Farmers' Co-operative Co., Ltd.
S. Marlow & Co., Limited	Western Produce Co.
The White & Co., Ltd.	

¹Carload purchases only.

TABLE 18.—TOTAL RECEIPTS, SHIPMENTS TO OUTSIDE POINTS AND CONSUMPTION IN TORONTO, ALL FRUITS AND VEGETABLES DURING YEAR 1935

—	Ontario produce		Other produce		All produce	
	tons	%	tons	%	tons	%
<i>Quantity—</i>						
Total receipts.....	142,564	100.0	103,747	100.0	246,311	100.0
Shipments to outside points.	12,444	8.7	27,390	26.4	39,834	16.2
Consumed in Toronto.....	130,120	91.3	76,357	73.6	206,477	83.8
<i>Cost</i>						
	\$	%	\$	%	\$	%
Total receipts.....	4,335,639	100.0	8,365,685	100.0	12,701,324	100.0
Shipments to outside points.	592,596	13.7	2,202,058	26.3	2,794,654	22.0
Consumed in Toronto.....	3,743,043	86.3	6,163,627	73.7	9,906,670	78.0

Table 18 presents total receipts, shipments to outside points and apparent consumption in Toronto of all commodities during 1935. There was consumed in Toronto 206,477 tons or 83.3 per cent of the total. This consisted of 130,120 tons of Ontario produce and 76,357 tons of produce from outside Ontario. Only 8.7 per cent of the Ontario produce was shipped out compared with 26.4 per cent of the produce from outside Ontario.

On the basis of cost the percentage of Ontario produce shipped out is somewhat higher, indicating that low-priced commodities such as potatoes, made up a small proportion of outside sales. These figures, of course, do not show the total consumption of all fresh fruits and vegetables and potatoes in Toronto but only those sold on a wholesale basis. Toronto consumers also purchased large quantities at Toronto retail public markets. A considerable volume was, no doubt, purchased in addition at roadside stands, from growers at their farms and from growers and truckers who brought these commodities direct from the farms to the doors of Toronto consumers.

Ontario Produce

TONNAGE AND VALUE OF ONTARIO PRODUCE BY COMMODITY GROUPS

Ontario produce, for the purpose of this study, includes all fruits and vegetables produced within the province with the exception of blueberries. These are not cultivated but grow in a wild state wherever the Laurentian Shield is exposed. Shipments of blueberries from such districts as Muskoka, northern Ontario and northern Quebec are annually an important source of revenue to the local residents. All blueberries irrespective of district have been put in one classification and designated, northern Ontario and Quebec.

Table 14 summarizes (page 16) the total receipts of fruits and vegetables in Toronto, during 1935, while table 19 shows the relative importance of Ontario produce to be dealt with in this section. These figures represent the total direct receipts of all marketing agencies handling fruits and vegetables in Toronto during 1935. They show that while 57.9 per cent of the total tonnage was from Ontario only 34.1 per cent by value was grown in Ontario. This is accounted for by the fact that Ontario produce has a higher tonnage per \$1,000 of value.

TABLE 19.—RELATIVE IMPORTANCE BY TONNAGE AND COST OF ONTARIO FRUITS AND VEGETABLES

—	Weight		Cost	
	tons	%	\$	%
Ontario produce.....	142,564	57.9	4,335,639	34.1
All produce.....	246,311	100.0	12,701,324	100.0

Ontario produce has been classified into four commodity groups: tree fruits, small fruits, vegetables and potatoes. These classifications were selected because the growers interested would be divided roughly into similar classifications. Potato growers might not be interested in any other kind of commodity, vegetable growers might grow small fruits but no potatoes or tree fruits. Tree fruits include apples, cherries, pears, plums, peaches, apricots and quinces, and for this study, grapes as well. Small fruits include all berries and currants. Vegetables take in the remainder of the horticultural crops with the exception of potatoes and include such crops as tomatoes and melons. Potatoes, because of their outstanding importance and because of specialization among growers, are given a separate classification.

TABLE 20.—COST OF ONTARIO FRUITS AND VEGETABLES RECEIVED DIRECT BY DIFFERENT AGENCIES IN TORONTO DURING 1935

Marketing agency	Tree fruits	Small fruits	Vegetables	Potatoes	Total
	\$	\$	\$	\$	\$
Wholesalers.....	643,374	179,875	862,781	93,218	1,779,248
Retailers.....	287,365	236,507	272,607	373,521	1,170,000
Chain stores.....	101,122	10,139	217,128	24,094	352,483
Dundas street market.....	206,915	82,515	207,190	188,380	685,000
Miscellaneous jobbers.....	99,220	22,413	77,468	76,807	275,908
Pedlars.....	26,338	5,950	20,323	20,389	73,000
Total.....	1,364,334	537,399	1,657,497	776,409	4,335,639

The relative importance of the various agencies receiving Ontario produce direct has already been shown in table 13 (page 15) and table 20 shows the value of Ontario produce received direct by these agencies and also the division between the commodity groups.

FRUIT AND VEGETABLE DISTRICTS

For the purpose of a more detailed study of the province, Ontario has been divided into 11 fruit and vegetable districts. An attempt was made to follow the natural fruit and vegetable divisions but distance to Toronto was also a determining factor. A brief description of each follows:

Toronto West.—area within 20 mile radius of Toronto — west of Yonge Street. Division line — Clarkson, Brampton, Bolton, Aurora to Toronto. Counties — part of York and Peel.

Oakville-Burlington.—area west of district called Toronto West. Division line — Clarkson, Brampton, west to Guelph. Southeast to Dundas and lake Ontario. Counties — Halton and parts of Peel, Wellington and Wentworth.

Niagara.—area between lake Erie and lake Ontario. Division line — Hamilton to Port Dover. Counties — Lincoln, Welland, Haldimand and part of Wentworth.

Norfolk.—area west of Niagara district. Division line — Niagara boundary to Caledonia, west to Brantford, Tillsonburg, to Port Burwell. Counties — Norfolk and half of Brant.

Leamington.—extreme southerly area of Ontario. Division line — Wallaceburg to Dresden to Ridgetown and through to lake Erie. Counties — Essex and larger part of Kent.

Theftford-Sarnia.—area north of Leamington, following along lake Huron. Division line — Goderich on lake Huron to Clinton, south to Falkirk, Strathroy and to Leamington boundary at Dresden. Counties — Lambton and parts of Huron and Middlesex.

Toronto East.—corresponding area to Toronto West— area within 20 miles of Toronto east of Yonge Street. Division line — Yonge Street to Aurora, east to Vandonf through Stouffville to Brougham and Pickering. Counties — parts of York and Ontario.

East of Toronto (beyond 20 miles).—area east of district called Toronto East and Bradford. Division line — Toronto East line. Bradford line to Sutton, East to Pembroke.

Bradford.—area to south of lake Simcoe. Division line — Barrie west to Essa, south to Alliston and Beeton and Toronto West Division line, Aurora, Vandonf, north to Sutton. Counties — parts of Simcoe and York.

Georgian Bay.—area around Georgian bay going from lake Huron east. Division line — Kincardine to Durham to Barrie, north to Fesserton.

Other Districts.—includes all other districts not included in areas mentioned above.

ORIGIN OF ONTARIO PRODUCE BY COMMODITY GROUPS AND BY DISTRICTS

A total of \$4,335,639 worth of fruits and vegetables from the 11 districts of Ontario was received by all agencies in Toronto (table 21). It was only possible to divide the produce received by the wholesalers and chain stores between the different districts. However, this represented a total of \$2,131,731 or almost half of the Toronto business. Although these two marketing agencies received 49 per cent of the total value of Ontario produce sold in Toronto, they received 65 per cent of the vegetables, almost 55 per cent of the tree fruits, 35 per cent of the small fruits, but only 15 per cent of the potatoes.

TABLE 21.—COST BY DISTRICTS OF ONTARIO FRUITS AND VEGETABLES RECEIVED BY 39 TORONTO WHOLESALEERS AND 4 CHAIN STORES DURING 1935

District	Tree fruits	Small fruits	Vegetables	Potatoes	Total
	\$	\$	\$	\$	\$
Toronto West (within 20 miles radius).....	198,614	57,433	337,339	9,119	602,505
Oakville-Burlington.....	70,597	42,067	114,657	20,049	247,370
Niagara.....	319,230	58,046	42,376	2,306	421,958
Norfolk.....	55,008	2,460	53,782	1,144	92,394
Leamington.....	3,529	20,413	309,366	10,398	343,706
Thedford-Sarnia.....	11,463	12	17,360	260	29,095
Toronto East (within 20 miles radius).....	1,786	5,323	59,512	11,059	77,680
East of Toronto (beyond 20 miles).....	53,568	1,231	20,376	14,234	89,409
Bradford.....	65	—	98,082	12,917	111,064
Georgian Bay.....	31,251	1,703	1,968	3,394	38,316
Other districts.....	19,385	1,326	25,091	32,432	78,234
Total—wholesalers and chain stores.....	744,496	190,014	1,079,909	117,312	2,131,731
Total—all agencies.....	1,364,334	537,399	1,657,497	776,409	4,335,639
Percentage—wholesalers and chain stores.....	54.6	35.4	65.2	15.1	49.2

Although Toronto West is the most important area as far as all produce is concerned, supplying 28 per cent of the total, it takes second place to Niagara in supplying tree fruits and contributes about the same amount of small fruits, while only 8 per cent of the potatoes sold by the wholesalers and chain stores are from this district (table 22). In vegetables, however, this district ranks first. Niagara is the second most important district, supplying almost 20 per cent of all produce sold. This amount is made up chiefly of tree fruits and small fruits. Sixteen per cent of the Ontario produce sold in Toronto was from Leamington and of this, 90 per cent was vegetables. Oakville-Burlington is the only other

TABLE 22.—PERCENTAGE BY VALUE OF ONTARIO FRUITS AND VEGETABLES RECEIVED FROM VARIOUS DISTRICTS BY 39 TORONTO WHOLESALEERS AND 4 CHAIN STORES DURING 1935

District	Tree fruits	Small fruits	Vegetables	Potatoes	Total
	%	%	%	%	%
Toronto West (within 20 mile radius).....	26.7	30.2	31.3	7.8	28.3
Oakville-Burlington.....	9.5	22.1	10.6	17.1	11.6
Niagara.....	42.8	30.6	3.9	2.0	19.8
Norfolk.....	4.7	1.3	5.0	1.0	4.3
Leamington.....	.5	10.7	28.7	8.9	16.1
Thedford-Sarnia.....	1.5	—	1.6	.2	1.4
Toronto East (within 20 mile radius).....	.2	2.8	5.5	9.4	3.6
East of Toronto (beyond 20 miles).....	7.2	.7	1.9	12.1	4.2
Bradford.....	.1	—	9.1	11.0	5.2
Georgian Bay.....	4.2	.9	.1	2.9	1.8
Other districts.....	2.6	.7	2.3	27.6	3.7
Total.....	100.0	100.0	100.0	100.0	100.0

district that is important for all crops as it supplies 11.6 per cent of the total, 10 per cent of the tree fruits, 22 per cent of the small fruits, 10 per cent of the vegetables and 17 per cent of the potatoes received by wholesalers and chain stores. The districts east of Toronto (beyond 20 miles), Norfolk, and Georgian Bay are quite important sources of tree fruits. Bradford, Toronto East and Norfolk produce fairly large quantities of vegetables for the Toronto market.

Potatoes are supplied for the most part by 'other districts'. Such potatoes come primarily from Dufferin and Wellington counties and also that part of Simcoe not included in the Bradford and Georgian Bay districts. East of Toronto (beyond 20 miles) and also Bradford are fairly important for the supply of potatoes going to Toronto.

METHOD OF ARRIVAL

The method of arrival of Ontario produce; viz., motor truck, less than carload lots and boat, and carloads is presented under three different classifications. Table 23 shows the total Ontario produce for 1935 divided according to the three commodity groupings and also according to method of arrival.

TABLE 23.—VALUE AND METHOD OF ARRIVAL BY COMMODITY GROUPS OF ONTARIO FRUITS AND VEGETABLES SOLD IN TORONTO IN 1935

—	Fruits	Vegetables	Potatoes	Total	Percentage
	\$	\$	\$	\$	%
Motor truck.....	1,826,232	1,596,168	759,929	4,182,329	96.5
L. c. l. and boat.....	75,501	38,656	67	114,224	2.6
Carloads.....	—	22,673	16,413	39,086	.9
Total receipts.....	1,901,733	1,657,497	776,409	4,335,639	100.0
Percentage.....	43.9	38.2	17.9	100.0	—

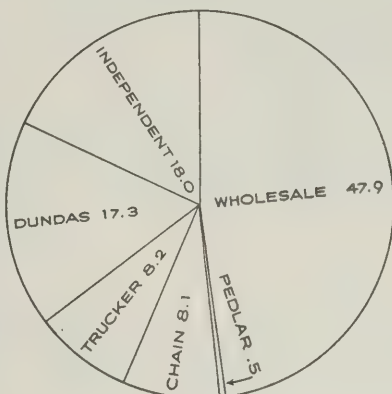
In 1935 truck deliveries were 96.5 per cent by value of total shipments to Toronto, and all produce sold on the Dundas street market and direct to pedlars came in by truck. Most of that sold direct to independent stores, hotels, restaurants and chain stores is trucked in, although railway records indicate that these agencies did receive a small tonnage by express. However, the actual tonnage is insignificant compared to the total purchased by these agencies.

Wholesalers, miscellaneous jobbers and chain stores handled all Ontario carloads. The wholesalers also received most of the l. c. l. shipments.

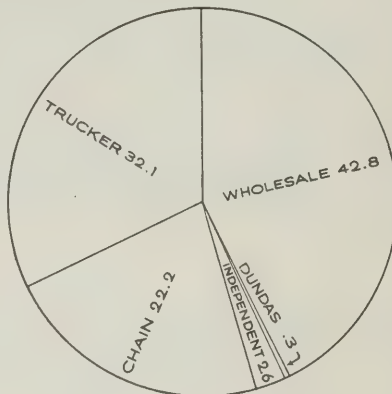
SURVEY OF ONTARIO FRUIT AND VEGETABLE GROWERS

In order to obtain information from growers interested in Toronto as a market for their crops, a record blank was prepared to secure information on; monthly shipments and value, percentage of total crop sent to Toronto and the tonnage and value of individual commodities sold through various agencies in Toronto.

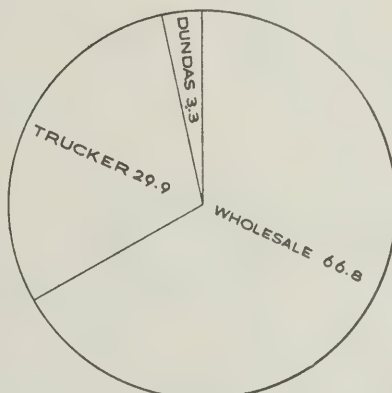
It was intended to call on representative growers in each district of Ontario, but because of lack of time, this was not found possible. A total of 262 records were taken in five of the larger districts. Of these only 197 gave full information. Complete records were secured as follows: Toronto West, 79; Oakville-Burlington, 37; Toronto East, 32; Leamington, including 4 dealers and 2 co-operatives, 29; Niagara, 20. Due to the limited number of records, the figures can be used only as a measure for comparison.



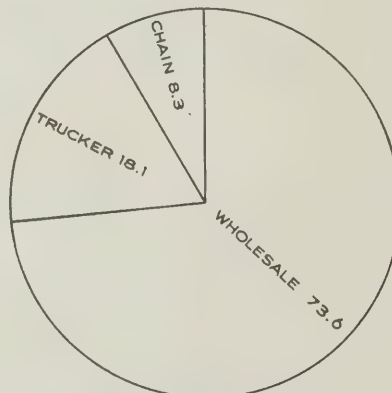
TORONTO WEST



OAKVILLE-BURLINGTON



NIAGARA



LEAMINGTON



TORONTO EAST

FIGURE 2: PERCENTAGE DISTRIBUTION OF WHOLESALE SALES IN TORONTO AS SHOWN BY GROWERS RECORDS IN 5 DISTRICTS OF ONTARIO

Table 24 shows the value and percentage distribution by value of the total sample for each district. The percentage distribution by value for each district is also shown in chart form in figure 2.

TABLE 24.—VALUE AND PERCENTAGE DISTRIBUTION OF FRUITS AND VEGETABLES SOLD AT WHOLESALE BY DIFFERENT METHODS IN TORONTO, 1935

District	No. of records	Dundas market direct	Wholesalers and commission direct	Chain stores direct	Independent stores and restaurants direct	Trucker at farm	Pedlar direct	Total
		\$	\$	\$	\$	\$	\$	\$
Toronto West	79	43,472	120,317	20,191	45,241	20,619	1,222	251,062
Burlington...	37	470	64,050	33,175	3,956	48,097	—	149,748
Niagara.....	20	2,207	44,326	—	—	19,818	—	66,351
Leamington..	29	—	72,319	8,192	—	17,796	—	98,307
Toronto East	32	—	19,445	11,875	13,411	1,130	2,013	47,874
Total—all districts	197	46,149	320,457	73,433	62,608	107,460	3,235	613,342
		%	%	%	%	%	%	%
Toronto West	79	17.3	47.9	8.1	18.0	8.2	.5	100.0
Burlington...	37	.3	42.8	22.2	2.6	32.1	—	100.0
Niagara.....	20	3.3	66.8	—	—	29.9	—	100.0
Leamington..	29	—	73.6	8.3	—	18.1	—	100.0
Toronto East	32	—	40.6	24.8	28.0	2.4	4.2	100.0
Total—all districts	197	7.5	52.3	12.0	10.2	17.5	.5	100.0

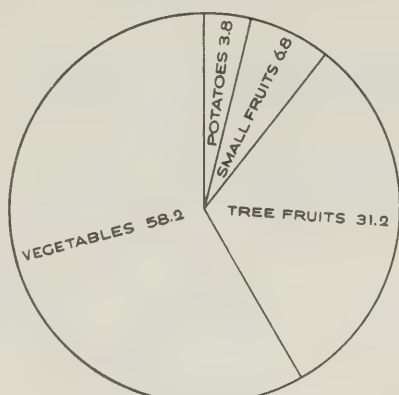
Data from 197 records in 5 districts of Ontario.

The wholesaler and the commission merchant handled the largest amount of produce from every district. Truckers are important, particularly in the Oakville-Burlington and Niagara districts and to a lesser extent in the Leamington district. Selling direct to independent stores is an important means of marketing in the two districts immediately adjacent to Toronto. Sales to chain stores are important in Burlington and Toronto East districts, particularly with the larger growers who are capable of keeping a constant supply, providing most of the chain store demand for local products. Eight per cent of the produce from Toronto West and Leamington is also sold to chain stores. Niagara records showed no sales to chain stores but this is probably a result of the inadequacy of the sample. Dundas market is important primarily for Toronto West growers who have not far to haul their produce and can afford to spend their time selling on this market. Toronto East growers, on the other hand, sell very little at this market chiefly because of its inconvenient location for them.

DISTRIBUTION BY COMMODITY GROUPS

Table 25 shows the value of each commodity group for the different districts from which growers' records were obtained and also the percentage by value for each group. Figure 3 shows the percentage by value of each group for each district.

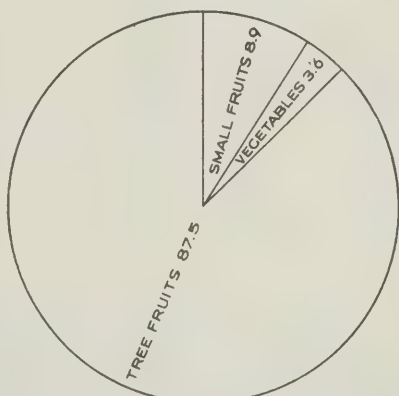
Niagara is the only area of the five in which fruits are the major crop although in Burlington, fruits and vegetables are of equal importance. Ninety-six per cent of the total produce recorded from Niagara is made up of tree fruits and small fruits, while over 45 per cent of Burlington's total consists of fruits. Leamington and Toronto East produce is almost entirely vegetables consisting of 86 per cent in the case of the former and 96 per cent from the latter. Toronto West's per-



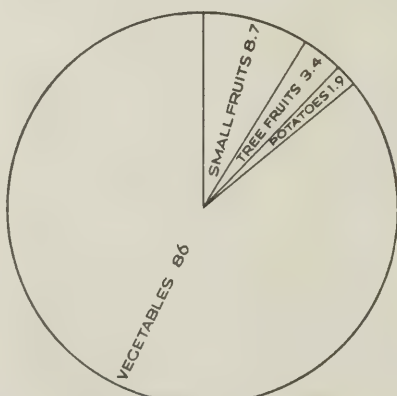
TORONTO WEST



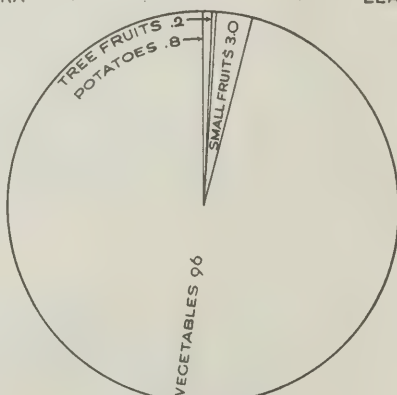
OAKVILLE - BURLINGTON



NIAGARA



LEAMINGTON



TORONTO EAST

FIGURE 3: PERCENTAGE BY COMMODITY GROUPS OF FRUITS AND VEGETABLES SUPPLIED FROM 5 DISTRICTS OF ONTARIO AND SOLD AT WHOLESALE IN TORONTO. 1935

centages follow very closely the average for the whole five districts and the total is made up of vegetables, 58 per cent; tree fruits, 31 per cent; small fruits, 7 per cent; and potatoes, the remaining 3 per cent. There were no records obtained from the extensive potato districts of Dufferin and Simcoe counties.

TABLE 25.—VALUE AND PERCENTAGE BY VALUE OF TREE FRUITS, SMALL FRUITS, VEGETABLES AND POTATOES SOLD BY 197 GROWERS IN FIVE DISTRICTS OF ONTARIO AT WHOLESALE IN TORONTO, 1935

District	Tree fruits	Small fruits	Vegetables	Potatoes	Total
	\$	\$	\$	\$	\$
Toronto West.....	78,485	17,100	146,042	9,435	251,062
Burlington.....	51,708	14,999	76,351	6,690	149,748
Niagara.....	58,017	5,931	2,403	—	66,351
Leamington.....	3,322	8,544	84,588	1,853	98,307
Toronto East.....	74	1,444	45,948	408	47,874
Total — all districts.....	191,606	48,018	355,332	18,386	613,342
	%	%	%	%	%
Toronto West.....	31.2	6.8	58.2	3.8	100.0
Burlington.....	34.5	10.0	51.0	4.5	100.0
Niagara.....	87.5	8.9	3.6	—	100.0
Leamington.....	3.4	8.7	86.0	1.9	100.0
Toronto East.....	.2	3.0	96.0	.8	100.0
Average — all districts.....	31.2	7.9	57.9	3.0	100.0

SURVEY OF MARKETING AGENCIES

Wholesale Marketing Agencies

Although this study is concerned primarily with the wholesale marketing of fruits and vegetables, no discussion of the various marketing agencies in Toronto would be complete without some mention of the retail selling agencies also. In this section, the wholesale agencies are considered first and a subsection is devoted to the retail agencies.

The tonnage received by four wholesale agencies from growers and shippers during 1935 is shown in table 26 and also the cost of the product laid down in Toronto.

TABLE 26.—TONNAGE AND VALUE OF FRUITS AND VEGETABLES RECEIVED IN TORONTO BY WHOLESALE MARKETING AGENCIES DURING 1935

Agency	Weight		Cost	
	tons	%	\$	%
Wholesalers.....	133,229	73.4	9,116,985	84.7
Dundas street market.....	26,142	14.4	685,000	6.4
Banana jobbers.....	8,380	4.7	591,789	5.5
Miscellaneous dealers.....	13,737	7.5	369,845	3.4
Total.....	181,488	100.0	10,763,619	100.0

WHOLESALE

Business Area.—The wholesale fruit and vegetable trade in Toronto is centred in the Market Block in an old part of the downtown district close to the St. Lawrence Market. This Block is bounded on the south by Front street, on the west by Church street, on the north by King street, and on the east by Market street. Colborne street, a one-way street, runs east and west through the market and is occupied almost exclusively by fruit dealers. The Block is part of $5\frac{1}{2}$ acres of land granted by the Crown in 1803 to the Hon. Henry Allcock, the Hon. Peter Russell, the Hon. A. Enas Shaw, and the Hon. John McGill, to be held in trust by them for the town of York and to be used for market purposes. The St. Lawrence Market site was operated by a farmers' company for some years, but was repurchased by the city in 1844 for £800. The Market Block proper is now held by the corporation of the city of Toronto and sites are leased for 21-year periods. The buildings are owned by the fruit merchants who occupy them and who may sublet parts of them to other dealers or to brokers. The market is not on the railway but is close to the fruit sidings at the foot of Yonge street and George street. Traffic congestion is frequent around the Block and especially so on Colborne street.

During the summer, from early May until October, the wholesalers move to the Fruit Auction Building at the foot of Yonge street and the adjacent Esplanade Fruit Terminal at the foot of Scott street. The Fruit Auction Building at the foot of Yonge street was originally erected in 1853 and used as a station by the Great Western Railway. It would appear that its use for this purpose was discontinued about 1882 when the Great Western was taken over by the Grand Trunk Railway. Records indicate that the building became a Fruit Terminal in the year 1900 and that trackage connection to the shed was discontinued in 1928. The building is leased by the Canadian National Railways to the Toronto Fruit Auction Company, Limited, the shareholders of which consist of some of the principal wholesalers. This company leases space to the various dealers who occupy it.

The Esplanade Fruit Terminal Company's building is on land leased from the city. This company leases space to wholesalers and jobbers for whom there is no space available in the Fruit Auction Building.

Neither building has railway trackage connection. The fruit sidings do not come west of Church street and so here as in the permanent quarters cartage expense is heavy. During the time that business is being conducted in the summer market, the offices remain uptown and the warehouses there are only partly used for the storage of more durable commodities and for repacking. This seems to be an expensive way of doing business but apparently the advantages of the summer market still out-weigh the extra cost. Presumably some of the factors influencing the dealers to make use of a summer market are railway trackage connections, freedom from traffic congestion, more warehousing space and perhaps a cooler situation for the hot summer months. As stated, railway connections were discontinued in 1928. The summer site is closer to the fruit sidings and refrigerator cars are used for the storage of strawberries and other perishable commodities and a substantial proportion of the tonnage is delivered direct from cars but much cartage is still necessary. With the introduction and increased use of motor trucks for the transportation of produce to market, the summer market is now frequently the scene of traffic congestion although it is much less than would be the case if summer business were conducted in the Market Block. Due to the expansion of the business, more warehousing space is again needed by many of the dealers. Land reclaimed by the Harbour Commission has increased the distance from the lake and the construction of the railway viaduct has cut off any cool breeze that might moderate the heat of summer days.

These unfavourable conditions have caused the trade to give serious considerations to the construction of a new terminal. Several projects have been discussed and have made varying degrees of progress but so far no change has been made.

The dealers are organized as the Toronto Wholesale Fruit and Vegetable Association with a secretary and a staff at 26 Church street. This Association in a general way interests itself in all matters affecting the trade and in particular, acts as a credit and collection agency for the members, and has probably saved them from bad debts, amounting to many times its cost. Each member is required to bring his weekly statements to the Association office where they are sorted and mailed to customers. Customers who do not make payment within the terms of the credit are listed and members are prohibited from having any further credit dealing with such customers until they are reinstated by the secretary of the Association who acts as credit manager. There were 25 members of this Association operating in 1935.

For this study the business of 39 wholesalers (table 17) has been analysed for the year 1935. Fourteen who were not members of the association have been included because of either their importance in the trade generally or in one particular commodity; for example, Canada Packers, United Farmers' Co-operative Company, National Grocers Limited and the like, or in the case of some of the smaller jobbers, because they have places of business on the market along with the other dealers and were a part of it.

The importance of the different marketing facilities is shown in table 27. The 18 firms doing business during the summer months in the Fruit Auction Building did 63.6 per cent of the total business; the 16 firms in the Esplanade Fruit Terminal, 27.6 per cent, and the 6 located elsewhere, 8.8 per cent. These sales figures are for the full year, and so include sales made from the permanent locations in or around the Market Block.

TABLE 27.—SALES OF FRESH FRUITS AND VEGETABLES BY 39 TORONTO WHOLESALEERS ACCORDING TO LOCATION¹

Location	Number of firms	Sales	
		\$	%
Fruit Auction Building.....	18	6,487,500	63.6
Esplanade Fruit Terminal.....	16	2,814,800	27.6
Elsewhere.....	6	902,700	8.8
Total.....	40	10,205,000	100.0

¹One firm does business both in the Fruit Auction Building and in West Toronto.

Sales on Commission.—The commission merchant makes two deductions from the proceeds of goods sold to recompense him for the services rendered. Commission is charged as a percentage of the selling price and is at the rate of 12½ per cent on most local produce. Most of the imported cars are handled at 10 per cent commission and the bulk of the produce trucked in from Buffalo and Detroit at 7 per cent. Lower rates are allowed on both local and imported produce in special cases. The selling price per car of imported produce is usually higher than that of local goods and so the dealer realizes a larger amount per car on this class of business. The second deduction, usually referred to as a handling charge, is only made on local produce. This is on a per-package basis; e. g., ½ cent per 6-quart basket, 1 cent per 11-quart basket, 3 cents per bushel, hamper or crate. The average deduction made by five firms handling local produce almost exclusively was a commission of 12.4 per cent and a handling charge of 2.7 per cent, leaving a

return to the grower of 84.9 per cent of the selling price. Transportation charges at a rate per 100 pounds are also deducted when paid out by the commission man and vary with the weight, and distance shipped. Storage charges are also deducted if incurred. Storage charges on celery were substantial in 1935.

The percentages shown in table 28 were determined from representative samples on which transportation was paid by the commission merchant. The net return to the shipper decreased from 78.7 cents on the dollar in Burlington to 65.4 cents in northern Ontario. The decrease was entirely due to higher transportation charges as the distance from market increased. In the case of blueberries from northern Ontario the handling charges were only 0.9 cents per dollar of sale. The handling charge was a rate per package as blueberries relative to other produce are a fairly high-priced article.

TABLE 28.—NET RETURNS ON THE DOLLAR TO PRODUCERS FROM PRODUCE SOLD ON CONSIGNMENT IN TORONTO IN 1935

	Burlington	Niagara	Leamington	Northern Ontario
	cents	cents	cents	cents
Net return at farm or shipping point.....	78.7	78.0	72.1	65.4
Transportation, express, boat or truck.....	7.4	8.1	14.1	21.7
Handling commission or charge.....	1.4	1.4	1.4	0.9
Selling commission.....	12.5	12.5	12.4	12.0
Wholesale selling price.....	100.0	100.0	100.0	100.0

TURNOVER OF FRESH FRUITS AND VEGETABLES DURING 1935

The turnover of fresh fruits and vegetables by 39 Toronto wholesalers is presented in table 29. The cost, laid down in Toronto, of fresh fruits and vegetables purchased was \$7,507,477, or 73.6 per cent of the total sales. Cost includes duty, freight and other transportation costs paid and also \$47,319, the estimated cost of transporting to market 8,150 tons of produce that was brought in from the country and United States markets in dealers' own trucks. Commodities sold on consignment are at selling price less commission and handling charges, which seems the most comparable way of presenting the figures. The difference between that value and the selling price is the dealer's margin and the equivalent of his gross trading profit. Stated this way, cost of commodities sold on consignment amounted to \$1,652,147 or 16.2 per cent of total sales. The gross trading profit was estimated at 8 per cent on the cost of carload purchases and 10 per cent on other purchases. The commissions earned were determined by applying the average of the firms

TABLE 29.—TURNOVER OF FRUITS AND VEGETABLES BY 39 TORONTO WHOLESALERS DURING THE YEAR 1935

	\$	%
Commodities purchased:		
At cost delivered in Toronto.....	7,507,477	73.6
Commodities sold on consignment:		
At selling price less commission and handling charges.....	1,652,147	16.2
Gross trading profit and commissions earned (estimated).....	879,490	8.6
Balance, representing cost of nuts, holly, dried fruits included in sales but not in purchases, errors and omissions.....	165,886	1.6
Total sales, after eliminating sales between dealers.....	10,205,000	100.0

from which figures were obtained to the total. Together these were 8.6 per cent of total sales and amounted to \$879,490, which represents the dealers' margin out of which must be paid cartage, warehousing, selling and administration expenses before the net trading profit is determined. Sales to outsiders, after eliminating sales between dealers on the list, amounted to \$10,205,000. There is a balance of \$165,886 to be accounted for. Sales of coconuts, peanuts, holly, figs and dates were noted but were not recorded in the purchases since this study concerns fresh fruits and vegetables; transportation and margin may be underestimated; some purchases may have been overlooked. This balance is but 1.6 per cent of total sales and its smallness is proof that the figures obtained are reasonably accurate.

The tonnage and cost of all fresh fruits and vegetables handled by 39 Toronto wholesalers during 1935 is presented in table 30. Commodities purchased amounted to 96,480 tons and cost \$7,507,477. This was 72 per cent of the total tonnage handled and 82 per cent of the total cost. Commodities sold on consignment amounted to 37,372 tons and cost \$1,652,147. This was 28 per cent of the total tonnage but only 18 per cent of the total cost. The difference in percentages between tonnage and cost indicates that there was a higher proportion of low-priced goods sold on consignment than was purchased outright.

TABLE 30.—TONNAGE AND COST OF FRUITS AND VEGETABLES HANDLED BY 39 TORONTO WHOLESALERS DURING 1935, ACCORDING TO METHOD OF PURCHASE AND METHOD OF ARRIVAL

Method of purchase and method of arrival	Weight		Cost	
	tons	%	\$	%
Purchased direct.....	96,480	72.0	7,507,477	82.0
For sale on consignment.....	37,372	28.0	1,652,147	18.0
All commodities.....	133,852	100.0	9,159,624	100.0
Direct receipts:				
Carload.....	82,022	61.3	6,940,718	75.8
Boat, l. c. l. freight and express.....	2,858	2.1	206,758	2.2
Motor truck.....	48,349	36.1	1,969,509	21.5
Total direct receipts.....	133,229	99.5	9,116,985	99.5
From brokers and banana jobbers.....	623	.5	42,629	.5
Total receipts.....	133,852	100.0	9,159,624	100.0

The method of arrival is classified first between direct receipts and indirect receipts, or purchases from brokers and banana jobbers. The direct receipts are further classified between carloads, boat and l. c. l. freight and express and motor truck. Carload receipts amounted to 82,022 tons costing \$6,940,718. Boat, and l. c. l. freight and express receipts amounted to 2,858 tons costing \$206,758, and motor truck receipts were 48,349 tons at a cost of \$1,969,509. The difference in percentages between tonnages and cost for carloads and motor truck receipts is marked and is explained by the fact that carload receipts in most instances were from long distances and included heavy freight charges and duty. Motor truck receipts include purchases from trucker-dealers delivered at the warehouse and thus direct receipts are overstated by an undetermined amount.

The source of supply and cost and tonnage of all fruits, vegetables and potatoes handled is shown in table 31. Fruits amounted to 57,730 tons at \$5,244,867; vegetables, 51,061 tons at \$3,418,788; potatoes, 25,061 tons at \$495,969. Ontario

produce exclusive of blueberries amounted to 49,051 tons at a cost of \$1,779,248. The cost of imported fruits and vegetables, \$4,229,834 and \$2,486,198, respectively, makes up 73 per cent of the total cost. This includes, in the case of fruits, citrus fruits, bananas and pineapples not produced in Canada, and in the case of vegetables, many varieties demanded by the consumer when they are not available from the local growers. Modern dietetics has stimulated the demand and refrigerator cars and steamships have made a supply possible at prices that people are willing to pay.

TABLE 31.—SOURCE OF SUPPLY OF ALL FRUITS, VEGETABLES AND POTATOES HANDLED BY 39 TORONTO WHOLESALERS DURING 1935

District	Fruits	Vegetables	Potatoes	Total
Ontario (excluding blueberry areas) \$	823,249	862,781	93,218	1,779,248
tons	17,895	24,050	7,106	49,051
Northern Ontario and Quebec—blue-	70,364	—	—	70,364
berries tons	576	—	—	576
Other Canadian provinces \$	121,422	69,809	301,287	492,518
tons	1,463	470	15,934	17,867
Other countries \$	4,229,832	2,486,198	101,464	6,817,494
tons	37,796	26,541	2,021	66,358
Total \$	5,244,867	3,418,788	495,969	9,159,624
tons	57,730	51,061	25,061	133,852

Ontario fruits received in Toronto in wholesale quantities in 1935 amounted to 17,895 tons at a cost of \$823,249. Californian fruits amounted to 23,618 tons costing \$2,830,984. Toronto consumers used fruits from four provinces of Canada, nineteen states of the Union and seven other countries or regions.

The wholesalers handled more vegetables from Ontario than from any other source: viz., 24,050 tons valued at \$862,781. California was second with only 8,038 tons valued at \$720,068. The source of supply was almost as widespread as for fruits.

Potatoes are not drawn from such a variety of sources. Prince Edward Island is the main source of supply. Ontario potatoes reach the consumer largely without passing through the wholesale market and the quantity, 7,106 tons valued at \$93,218 does not represent their real importance to the Toronto consumer.

Seven Canadian provinces, 26 of the 48 states in United States of America and 10 other countries sent produce to Toronto in 1935. Ontario contributed the largest tonnage but the cost of California produce far exceeded that from any other source.

The foregoing tables have included 162 tons of bananas purchased from Toronto banana jobbers and 461 tons of miscellaneous commodities not received direct by wholesalers. Wholesalers purchase a few bananas as a matter of convenience for out-of-town customers. Brokers offer for sale in a wholesale way some commodities for which there is no demand at the time in carlot quantities.

Direct Receipts.—Direct receipts are made up of purchases of 95,857 tons shown in table 32 and total consignments of 37,372 tons presented in detail in table 33. It will be seen that Toronto wholesalers handle more than two and one-half times as much Ontario produce on consignment as they purchase outright in Ontario. Practically all the more perishable products are sold on commission, purchases being confined to such durable commodities as potatoes, apples and onions. The importance of the various Ontario districts has been discussed else-

where in the section on Ontario, but special emphasis should be laid on the importance of the districts near to the city west of Toronto through Oakville, Burlington and Niagara as over half the total receipts of 25,249 tons and over two-thirds of the total consignments or 22,640 tons were from these nearby districts.

TABLE 32.—COST AND TONNAGE OF ALL FRUITS AND VEGETABLES PURCHASED DIRECT FROM DIFFERENT ORIGINS BY 39 TORONTO WHOLESALEERS DURING 1935

Origin		Fruits	Vegetables	Potatoes	Total
Ontario (excluding blueberry areas).....	\$	252,639	179,011	56,829	488,479
	tons	5,566	5,572	3,721	14,859
Northern Ontario and Quebec.....	\$	1,656	—	—	1,656
	tons	15	—	—	15
Other Canadian provinces.....	\$	116,184	59,332	300,408	475,924
	tons	1,374	369	15,859	17,602
Other countries.....	\$	4,126,874	2,271,749	100,156	6,498,779
	tons	36,776	24,593	2,012	63,381
Total.....	\$	4,497,353	2,510,092	457,393	7,464,838
	tons	43,731	30,534	21,592	95,857

Method of Arrival	Tons	\$
Carloads.....	80,122	6,779,743
Boat, l. c. l. freight and express.....	455	34,015
Motor truck.....	15,280	651,080
Total.....	95,857	7,464,838

TABLE 33.—COST¹ AND TONNAGE OF ALL FRUITS AND VEGETABLES FROM DIFFERENT ORIGINS SOLD ON CONSIGNMENT BY 39 TORONTO WHOLESALEERS DURING 1935

Origin		Fruits	Vegetables	Potatoes	Total
Southern Ontario.....	\$	570,610	683,770	36,389	1,290,769
	tons	12,329	18,478	3,385	34,192
Northern Ontario and Quebec blue-berries.....	\$	68,708	—	—	68,708
	tons	561	—	—	561
Other Canadian provinces.....	\$	1,483	10,477	—	11,960
	tons	30	101	—	131
Other countries.....	\$	85,511	193,891	1,308	280,710
	tons	829	1,650	9	2,488
Total.....	\$	726,312	888,138	37,697	1,652,147
	tons	13,749	20,229	3,394	37,372

Method of Arrival	Tons	\$
Carloads.....	1,900	160,975
Boat, l. c. l. freight and express.....	2,403	172,743
Motor truck.....	33,069	1,318,429
Total.....	37,372	1,652,147

¹Cost =selling price less commission and handling charges.

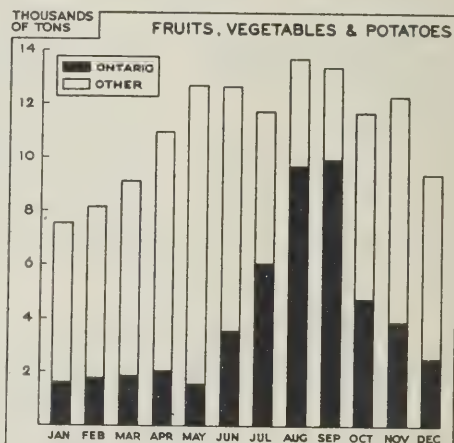
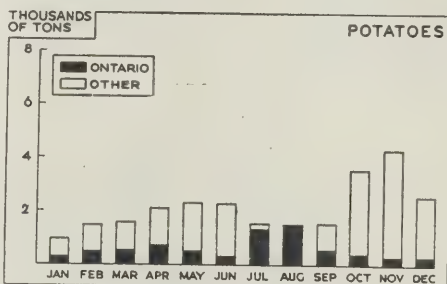
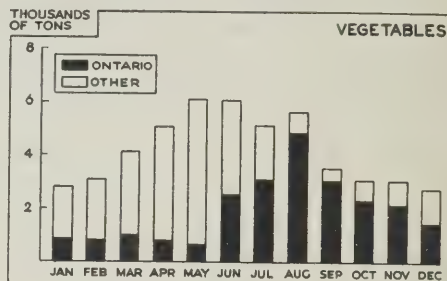
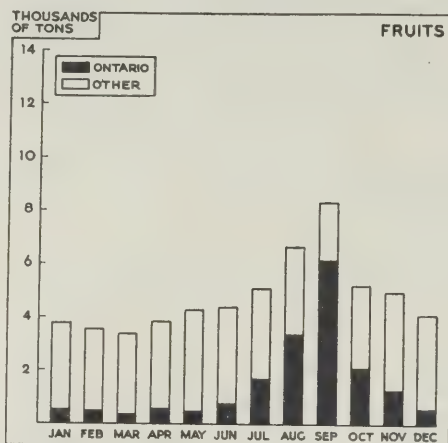


FIGURE 4: TONNAGE OF ALL PRODUCE HANDLED EACH MONTH BY 39 TORONTO WHOLESALERS 1935

Total Carloads.—Of the 5,443 cars received by the 39 wholesalers, 5,276 cars were purchased outright and 167 cars were received for sale on consignment.

Of the 5,443 cars received, seventy-seven were from Ontario points. Twenty-two cars were vegetables and thirty-five potatoes purchased direct while eleven cars of vegetables and nine cars of potatoes were dispatched by the producers for sale on consignment.

It is estimated that over half the produce sold on consignment was brought in by growers in their own trucks.

Packages Received.—An estimate of the number of the different kinds of packages handled by the wholesalers in 1935 indicates that a total of 6,815,400 packages were handled, made up of 3,535,500 of fruits, 2,619,200 of vegetables and 660,700 of potatoes. Packages of Ontario produce amounted to 3,989,500, of which 6-quart baskets were the most numerous. Seventy-five thousand six hundred baskets of blueberries were received from northern Ontario and Quebec and 511,500 miscellaneous packages from other parts of Canada. Boxes of fruit numbering 802,100, were the most numerous type of package in foreign receipts. One hundred and seventy-one thousand five hundred watermelons by count were received.

Monthly Tonnage.—The tonnage of fruits, vegetables, potatoes and all commodities received direct by wholesalers in each month of 1935 is presented in table

TABLE 34.—TONNAGE OF FRUITS, VEGETABLES AND POTATOES HANDLED EACH MONTH BY 39 TORONTO WHOLESALERS DURING 1935

MONTH	FRUIT			VEGETABLES			POTATOES			ALL COMMODITIES		
	Ontario	Other	Total	Ontario	Other	Total	Ontario	Other	Total	Ontario	Other	Total
	tons	tons	tons	tons	tons	tons	tons	tons	tons	tons	tons	tons
January	490	3,292	3,782	891	1,923	2,814	279	700	979	1,660	5,915	7,575
February	466	3,109	3,575	842	2,261	3,103	463	1,009	1,472	1,771	6,379	8,150
March	312	3,076	3,388	1,019	3,155	4,174	475	1,037	1,512	1,806	7,268	9,074
April	536	3,293	3,829	832	4,256	5,088	640	1,370	2,010	2,008	8,919	10,927
May	454	3,828	4,282	672	5,492	6,164	452	1,780	2,232	1,578	11,100	12,678
June	708	3,650	4,358	2,587	3,515	6,102	268	1,932	2,200	3,563	9,097	12,660
July	1,628	3,466	5,094	3,095	2,023	5,118	1,297	190	1,487	6,020	5,679	11,699
August	3,340	3,293	6,633	4,919	721	5,640	1,426	—	1,426	9,685	4,014	13,699
September	6,193	2,157	8,350	3,157	392	3,549	558	941	1,499	9,908	3,490	13,398
October	2,007	3,171	5,178	2,371	735	3,106	351	3,061	3,412	4,729	6,967	11,696
November	1,221	3,730	4,951	2,197	907	3,104	439	3,775	4,214	3,857	8,412	12,269
December	539	3,521	4,060	1,469	1,332	2,801	458	2,085	2,543	2,466	6,938	9,404
TOTAL	17,894	39,586	57,480	24,051	26,712	50,763	7,106	17,880	24,986	49,051	84,178	133,229

34 and illustrated in figure 4, in which receipts of Ontario produce and "other" produce are shown separately. Receipts from outside Ontario increased until May, particularly vegetables. In June there was a decrease in tonnage imported, the result of a small decrease in imported fruits, a large decrease in imported vegetables and in spite of a slight increase in imported potatoes. In July there was a slight decrease in total tonnage notwithstanding a very substantial increase in Ontario tonnage. Ontario vegetables and potatoes were at their maximum in August and Ontario fruits, in September. Total tonnage was down in October, for the Ontario crop was mostly sold, but fruits, vegetables and particularly potatoes from outside the province were coming into the market in increased quantities. Total tonnage was up slightly in November because of heavy arrivals of Prince Edward Island potatoes but decreased in December to a comparatively low level.

Distribution of Sales.—By value 23 per cent of the wholesale sales were to points outside Toronto. Credit sales amounting to \$1,662,961 to 304 places are analysed in table 36. The distribution of credit sales amounting to \$2,500 or more made to 54 different places is shown in figure 5. An estimate of the distribution of all sales, credit and cash, is given in table 36.

TABLE 35.—DISTRIBUTION OF SALES MADE BY 39 TORONTO WHOLESALERS DURING 1935

Customer	Weight		Amount	
	tons	%	\$	%
Country dealers.....	28,180	21.1	2,336,500	22.9
City jobbers and pedlars.....	14,630	10.9	1,218,500	12.0
Hotels, restaurants, institutions, processing plants and other non-retail agencies.....	3,342	2.5	286,000	2.8
Chain stores.....	16,700	12.5	1,401,000	13.7
Independent retail stores.....	71,000	53.0	4,963,000	48.6
Total.....	133,852	100.0	10,205,000	100.0

TABLE 36.—DISTRIBUTION OF CREDIT SALES TO POINTS OUTSIDE TORONTO BY 39 WHOLESALE DURING 1935

	\$		\$		\$
Hamilton.....	289,875	Orillia.....	28,089	Brampton.....	8,312
Oshawa.....	97,704	Bracebridge.....	25,182	Port Arthur.....	7,522
Peterborough.....	87,283	Parry Sound.....	23,721	Owen Sound.....	7,437
Kingston.....	72,901	Galt.....	19,530	London.....	7,394
Belleville.....	71,335	Napanee.....	17,383	Georgetown.....	7,206
Sudbury.....	63,385	Huntsville.....	16,480	Chapleau.....	6,155
Montreal, Que.....	62,168	Preston.....	15,103	Windsor.....	5,764
Kitchener.....	62,140	Timmins.....	14,831	Collingwood.....	5,624
Mount Forest.....	53,784	Kincardine.....	14,773	Rouyn, Que.....	5,447
Brantford.....	49,590	Sault Ste. Marie.....	13,463	St. Catharines.....	5,176
Stratford.....	44,983	Gravenhurst.....	13,235	Cochrane.....	5,149
Barrie.....	39,554	Kirkland Lake.....	13,071	Brockville.....	4,934
Newmarket.....	38,050	Campbellford.....	12,794	Noranda, Que.....	4,025
Ottawa.....	36,660	Weston.....	12,693	Copper Cliff.....	3,846
North Bay.....	35,891	Oakville.....	10,462	Orangeville.....	3,343
Lindsay.....	31,752	Aurora.....	10,198	Kapuskasing.....	3,106
Midland.....	30,503	Niagara Falls.....	9,545	Simcoe.....	2,631
Guelph.....	30,478	Wingham.....	8,438	Bowmanville.....	2,598
				266 other cities, towns and villages.....	90,265
					1,662,961

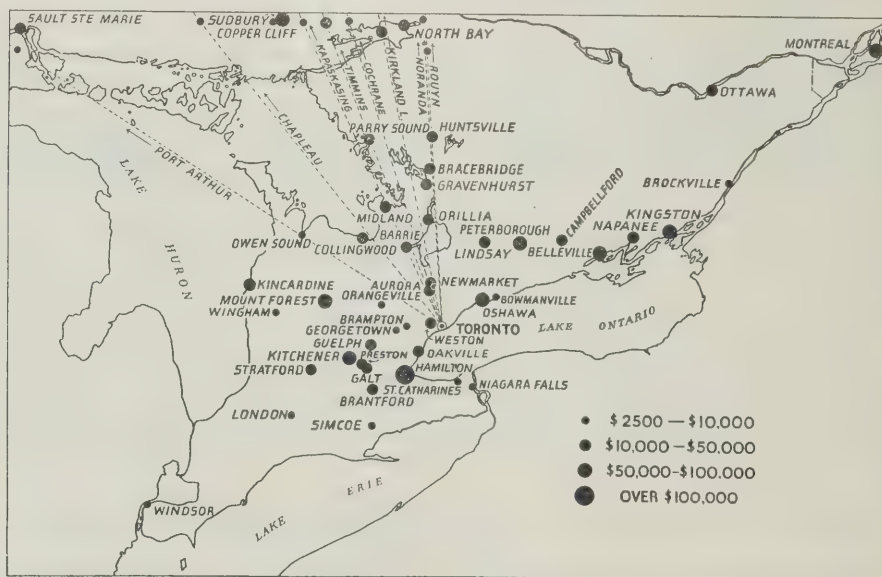


FIGURE 5. Distribution of Credit-Sales of Toronto Wholesalers and Jobbers to 54 Different Cities, Towns and Villages in 1935.

Shipments to Hamilton exceeded those to any other place but with this exception sales were chiefly to eastern and northern Ontario. Sales to city jobbers and pedlars amounted to \$1,218,500, or 12 per cent. These goods were either retailed on the streets of Toronto or resold to retail storekeepers. Some were apparently sold on the Dundas street trucking market and possibly a small portion was resold to wholesalers within the group. It has been estimated that about half was jobbed and half was sold at retail. Sales to hotels, restaurants, institutions



Narrow streets in city wholesale areas result in traffic congestion and loss of time in marketing.

and processing plants amounted to \$286,000 or 2.8 per cent of the total. Sales to the four chain stores amounted to \$1,401,000 or 13.7 per cent of the total sales. The wholesalers were the principal source of supply for the chain stores although the chain stores did bring in some carloads themselves and also bought directly from growers. Independent retail stores were the principal customers of the wholesalers. Sales to them amounted to \$4,963,000 or 48.6 per cent of the total and represented 53 per cent of the total tonnage.

DUNDAS STREET MARKET

The Dundas street trucking market is a recent development in the wholesaling of fruits and vegetables in Toronto. It has been in existence for about ten years. Originally it was located on Dundas street west within the city limits, but about six years ago it moved to its present location on the same street just beyond the city limits. This change in location gave it larger space and placed it beyond any municipal ordinances. It is conveniently located for the large truck garden areas just west and north of Toronto, which include Humber Bay, Islington, Weston, and Mount Denis. The charge for selling on this market is 25 cents for growers and 50 cents for truckers per day. Trucks start arriving on the market about midnight and selling begins at daylight and continues till about nine or ten o'clock in the morning. The number of growers and truckers selling on the market varies but the average of seven mornings when records of names were obtained showed 200 trucks on the market. Produce is partly unloaded for display. Buyers are not charged a fee for parking on the grounds but many prefer to carry their produce to their carts or trucks parked on the streets outside rather than to drive into the congested market. Buyers on the market are mainly peddlars and independent storekeepers. There are also a number of buyers from hotels and out of town.

Growers prefer selling on this market for four reasons; it is convenient and easily accessible for a large number in the nearby districts who can drive to it in a few minutes; it affords cheap service as there is a saving in trucking costs and the fee charged is not high; it gives them an opportunity to sell direct to the retailer and in this way (by cutting out the middleman's profit) they expect to receive a larger net return; sales are usually for cash, meaning an immediate return instead of waiting for their money. In the event of a new market being built it is a question whether or not the growers using the Dundas street market would be willing to give up these apparent advantages and take their produce to a central market.

The Dundas street market is an open air market and consequently it is important mainly in the months of May to November. Information obtained from growers and truckers selling on this market and from agencies buying there has made possible the turnover estimates given in table 37.

It is impossible to break down the total value or tonnage by districts but an indication of the importance of each district might be obtained from a study of the number of growers from each district selling on this market. A record of the growers and truckers selling their produce was obtained by visiting the market

TABLE 37.—ESTIMATED TURNOVER ON DUNDAS STREET MARKET DURING 1935

	Tons	\$
Commodities sold by		
Growers.....	8,587	225,000
Truckers.....	17,555	460,000
Total.....	26,142	685,000
Commodities purchased by		
Retail stores.....	12,592	330,000
Pedlars.....	10,076	264,000
Out-of-town-buyers.....	2,519	66,000
Hotels and restaurants.....	955	25,000
Total.....	26,142	685,000

TABLE 38.—NUMBER OF GROWERS, GROWER-TRUCKERS AND TRUCKERS WHOSE NAMES WERE OBTAINED ON THE DUNDAS STREET MARKET, 1936

District	Growers	Grower-truckers	Truckers	Total
Toronto West.....	300	7	6	313
Oakville-Burlington.....	43	—	3	46
Niagara.....	14	1	6	21
Norfolk.....	1	1	2	4
Leamington.....	4	1	3	8
Sarnia.....	—	—	—	—
Toronto East.....	17	1	1	19
East of Toronto.....	7	—	2	9
Bradford.....	16	1	—	17
Georgian Bay.....	—	—	2	2
Other districts.....	8	1	5	14
Toronto City.....	10	4	109	123
Total.....	420	17	139	576

seven days during the summer of 1936, and listing the names of all growers and truckers. This list was tabulated and is shown in table 38. Of the 420 growers who were listed as selling on the Dundas street market, 300 were from Toronto West, 43 from Oakville-Burlington, and the remaining 77 spread over the other districts. Grower-truckers are those growers who sell other produce as well as their own.

Truckers selling on this market numbered 139, of whom 109 gave their place of residence as Toronto city. These truckers visited all districts of Ontario but tended to obtain most of their produce from the outlying districts from whence it was not so convenient for the grower to transport his own produce. The remaining 30 truckers are from the other districts and it is safe to assume that their business is chiefly from the area in which they are located.

Table 37 also gives an estimate of the sales to different classes of buyers on the Dundas street market. Independent retailers and pedlars purchased more than 80 per cent of the amount sold on the market in 1935. Hotels and restaurants handled 3.6 per cent and the remaining \$66,000 was purchased by other buyers including out-of-town buyers.

BANANA JOBBERS

A total of 1,002 cars of bananas costing \$708,839 arrived in Toronto during 1935 (table 39). This represented 14.7 per cent of the cost of all carlot imports of fruits and was exceeded in volume and cost by only one other commodity, oranges. The important place among imports held by bananas is especially significant when it is considered that this commodity is not widely advertised compared with a number of the other fruits whose volume is considerably less on the Toronto market.

TABLE 39.—CARLOAD DISTRIBUTION OF BANANAS UNLOADED IN TORONTO DURING 1935

Sales to	Number of cars	Number of stems	Weight	Cost
			tons	\$
Chain stores.....	164	57,512	1,640	117,050
Banana jobbers.....	838	389,644	8,380	591,789
Total.....	1,002	447,156	10,020	708,839

Arrivals from United States ports were 73 cars costing \$68,125, or 7.3 per cent of the total car arrivals and 9.6 per cent of the cost of total arrivals (table 40). Bananas from the British West Indies arriving at Canadian ports are duty free, all others paying 50 cents per stem duty. Purchases were only made through United States ports when the supply through Canadian ports was insufficient to meet the demand or when market conditions in the United States were such that a low price enabled the buyer to overcome the extra cost of duty and excise. As the duty on all stems is the same regardless of weight, buyers preferred the heavier Central American fruit when buying from United States ports. Reference to table 40 will show that the movement from United States ports was not seasonal as the two heaviest months were June and November, while there were no arrivals from these ports in the months May and September.

Of the total arrivals of bananas, 48.3 per cent were in the four months May to August. This period accounted for only 35.9 per cent of the arrivals of all other imported fruits. This would indicate that early Ontario fruits, especially small fruits, were offered greater competition in the Toronto market from bananas than from all other imported fruits.

TABLE 40.—MONTHLY ARRIVALS OF BANANAS IN TORONTO DURING 1935 THROUGH CANADIAN AND UNITED STATES PORTS

Month	Through Canadian ports		Through U. S. ports		Total	
	No. of cars	Cost	No. of cars	Cost	No. of cars	Cost
		\$		\$		\$
January.....	39	24,838	7	6,265	46	31,103
February.....	40	27,194	8	7,361	48	34,555
March.....	77	55,098	8	7,327	85	62,425
April.....	73	54,021	3	2,523	76	56,544
May.....	135	89,456	—	—	135	89,456
June.....	105	75,495	15	13,417	120	88,912
July.....	112	85,532	1	921	113	86,453
August.....	114	76,511	2	1,843	116	78,354
September.....	79	43,683	—	—	79	43,683
October.....	62	34,976	8	7,386	70	42,362
November.....	55	44,155	15	15,762	70	59,917
December.....	38	29,755	6	5,320	44	35,075
Total.....	929	640,714	73	68,125	1,002	708,839

No carloads of bananas were handled by the 39 wholesalers on the Toronto market. They purchased in small lots from banana jobbers 162 tons valued at \$12,000 during 1935. These were resold entirely outside Toronto. Certain of the chain stores are equipped with banana ripening rooms and bought 164 cars costing \$117,050 or 16.5 per cent of the total. The rest of the chain stores purchased from banana jobbers' warehouses 630 tons valued at \$44,192 (table 39). Altogether the chain stores handled 2,270 tons valued at \$161,242 or 22.7 per cent of the total arrivals of bananas in Toronto.

Carloads other than those of chain stores were received by banana jobbers whose entire carlot businesses were confined to this one commodity. Only one banana jobber handled carloads unassisted. Each of the others handled his cars with a "gang" composed of small jobbers, pedlars, retailers, and retailer-jobbers, who took fruit directly from the cars at cost. Each of these various merchants had his own ripening rooms usually located in the basement of his home or store. Bananas to the value of \$162,830 were handled direct from the cars by pedlars and independent stores. Adding to this the amount used by retailer-jobbers in their own retail stores which is not included in the above figure, it is estimated that over 30 per cent of the bananas sold in Toronto, exclusive of chain store business, reached consumers without the addition of wholesale handling costs.

Retail distribution of bananas closely paralleled that of other imported fruits with one important distinction. Out of a total sold in Toronto of \$588,251, pedlars handled \$105,178 or 18 per cent (table 41). As the pedlars' banana business is restricted to the warmer months of the year it is evident that they handled a considerably higher percentage of the total for the period in which they operated. Analysis of the sales of wholesalers shows that about 12 per cent of their total sales were to pedlars and jobbers. The greater distribution of bananas by pedlars assists in confirming the generally held opinion that bananas are an important item in the diet of low-income families.

Only two of the banana jobbers are located in the area of the Toronto wholesale fruit market, the others being in various parts of the city. Less than 50 per cent of the total carloads of bananas were unloaded at the fruit market terminals (table 42). Owing to the peculiar characteristics of bananas, retailers must buy in small quantities. This necessitates a specialized distribution system not required

TABLE 41.—DISTRIBUTION OF SALES OF BANANAS IN TORONTO DURING 1935 TO BUYERS LOCATED IN AND OUTSIDE TORONTO

Where sold	Stems	Weight	Cost	Per cent Toronto sales
	No.	tons	\$	%
Total unloaded.....	447,156	10,020	708,839	—
Sold outside Toronto by:				
Toronto wholesalers.....	7,557	162	12,000	—
Banana jobbers.....	39,680	853	65,053	—
Chain stores.....	23,374	613	43,535	—
Total sold outside Toronto.....	70,611	1,628	120,588	—
Sold in Toronto by:				
Independent stores.....	243,062	5,224	365,366	62
Pedlars.....	70,284	1,511	105,178	18
Chain stores.....	63,199	1,657	117,707	20
Total sold in Toronto.....	376,545	8,392	588,251	100

TABLE 42.—NUMBER OF CARS OF BANANAS UNLOADED AT FRUIT MARKET AND OTHER TERMINALS IN TORONTO DURING 1935

Unloading point	Number of cars	Weight	Cost	
		tons	\$	%
Fruit market terminal.....	428	4,280	302,844	43
Other terminals.....	574	5,740	405,995	57
Total.....	1,002	10,020	708,839	100

in the marketing of other fruits and vegetables and this system does not fit in with the present methods of the Toronto wholesale market. The banana jobbers, through concentrating on one commodity and conducting all phases of their business with the minimum of overhead expense, have been able to carry on as a separate entity from the rest of the Toronto wholesale trade. However, the development of modern methods of ripening bananas entailing the use of fairly expensive equipment together with the changes taking place in both wholesale and retail merchandizing of fruits and vegetables makes it apparent that banana jobbers must seek more modern establishments located at close proximity to the greatest concentration of buyers. It would seem that the erection of a new wholesale terminal market would attract many banana jobbers at present not located in the fruit market area. If the assembling of all branches of the fruit and vegetable business at one point is necessary for the conduct of efficient marketing, it would appear that the distribution of bananas would be an important factor to be considered in the creation of new terminal market facilities.

MISCELLANEOUS DEALERS AND JOBBERS

Included in this group are carlot distributing brokers, small jobbers and trucker-dealers located in the fruit market area, trucker-dealers operating without warehouses, retailer-jobbers, celery washers, and feed and seed dealers who handle potatoes.

There were 16 licensed brokers on the Toronto market. Acting as shippers' representatives their activities were largely confined to arranging the sale of carlots to wholesalers and others in Toronto and other parts of the country. Most of the cars arriving in Toronto were sold through brokers although in some instances direct sales were made by shippers and a few of these maintained permanent salaried representatives in Toronto. Some l. c. l. shipments were sold through brokers, mostly from the Leamington district. These are included in the wholesalers' purchases.

Many but not all brokers received carloads and resold them in smaller quantities to Toronto and outside wholesalers. These were usually highly perishable or slow moving commodities. As the brokers' profits on such transactions were generally comparable to their usual brokerage on carlot sales no extra cost to consumers was entailed as a result of this method of handling. The brokers were not called on for this study and information presented was obtained from the purchase records of wholesalers and from railway figures.

There are located in or near the fruit market district a number of small jobbers and trucker-dealers who were not grouped with the wholesalers, owing either to the small volume or the transitory nature of their business. Their purchases for the most part were from growers and wholesalers. The records kept by this type of agency were particularly incomplete and the figures given must be regarded as estimates.

Trucker-dealers, operating without established places of business, handled an important volume of produce, especially potatoes. Some of these dealers have operated for a considerable time, are in business the year round, and have attained a definite status in the trade. On the other hand, a great many must be regarded as transients, who handled various commodities according to the exigencies of the moment. They operated only during certain seasons, and handled produce solely as a means of keeping their trucks in operation. In this case also, records were not available and the figures used were based on estimates given by 30 trucker-dealers and on railway data.

TABLE 43.—ESTIMATED TURNOVER OF FRUITS AND VEGETABLES BY MISCELLANEOUS DEALERS¹ IN TORONTO DURING 1935

Purchases or Sales	Amount	Value
	tons	%
Direct purchases:		
Carload receipts.....	3,038	94,845
Motor truck receipts.....	10,699	275,000
	13,737	369,845
Purchases from wholesalers.....	7,060	609,250
Total purchases.....	20,797	979,095
Sales to:		
Country.....	279	23,628
Wholesalers.....	461	29,199
Retailers.....	16,762	882,268
Pedlars.....	2,858	153,548
Hotels and restaurants.....	437	23,494
Total sales.....	20,797	1,112,137

¹ Brokers' wholesale sales, small jobbers and trucker-dealers.

Some retailers conducted a jobbing business, usually the out-growth of activities connected with the supplying of their retail establishments. Purchases were largely from wholesalers but an appreciable quantity came from growers. One important item in this type of business is that of celery washing, one retailer-jobber alone reporting approximate purchases of 230 tons of celery during 1935 from various districts in Ontario for washing and bunching. This was resold to independent and chain stores in Toronto. Several feed and seed stores handled both Ontario and other potatoes.

During the early part of 1935 the Toronto Wholesale Potato Dealers' Association was formed. The membership included wholesalers, Toronto trucker-dealers, outside shippers and trucker-dealers, and others who sold potatoes in Toronto. The purpose of this association was to co-operate with the Eastern Canada Potato Marketing Board in attempting to stabilize marketing practices and eliminate undesirable features. The association continued after the Marketing Board ceased to exist but no records of value to this study were kept.

The estimated turnover for these miscellaneous dealers is presented in table 43. Total purchases amounted to 20,797 tons at a cost of \$979,095. This was made up of direct purchases, 13,737 tons at \$369,845, and indirect purchases from wholesalers of 7,060 tons at \$609,250. Carload receipts were 3,038 tons valued at \$94,845. Purchases from local growers received by motor truck were estimated to be 10,699 tons valued at \$275,000.

After adding mark-up, the sales of these miscellaneous dealers amounted to \$1,112,137 and were principally to independent retail stores.

Retail Marketing Agencies

There are four main agencies retailing fruits and vegetables in Toronto; namely, independent stores, chain stores, pedlars, and hotels and institutions. The total value and tonnage of all fruits and vegetables is shown in table 44. The value is based on the initial cost of the goods in Toronto without any inter-agency profit added.

TABLE 44.—VALUE AND TONNAGE OF ALL PRODUCE SOLD IN TORONTO BY EACH RETAIL MARKETING AGENCY

Agency	Tonnage		Cost	
	tons	%	\$	%
Independent retail stores.....	151,712	73.5	7,037,537	71.0
Chain stores.....	25,176	12.2	1,456,141	14.7
Pedlars.....	24,855	12.0	1,111,980	11.2
Hotels and institutions.....	4,734	2.3	301,012	3.1
Total.....	206,477	100.0	9,906,670	100.0

Another method of retail marketing which is not included here is the sale of produce direct from grower to consumer either at the house or at a farmers' retail market. Retail marketing agencies receive their produce direct from growers and indirectly through the wholesale marketing agencies, as shown in a previous section.

INDEPENDENT RETAIL STORES

In Toronto in 1935 there were approximately 2,800 independent retail stores, including voluntary chain stores, selling fruits and vegetables. Five hundred and fifty of these were fruit stores or fruit stands dealing primarily (78.3 per cent) in fresh fruits and vegetables. Grocery stores, both independent and voluntary chains, numbered 1,815 and, according to the Census of Merchandising and Service

Establishments, in 1931, 8.9 per cent of the total sales of such stores were fruits and vegetables. Butcher stores made up the remaining 435 stores and 4.5 per cent of the total sales of these stores were fruits and vegetables.

With regard to the fruit and vegetable trade in Toronto in 1935, the independent retail stores were the most important retail marketing agency. They handled 71 per cent by value and 73.5 per cent by tonnage of the total fresh fruits and vegetables sold in Toronto. This represents a total of 151,712 tons which had an initial cost in Toronto of \$7,037,537. This was made up of direct and indirect purchases.

TABLE 45.—SOURCE OF SUPPLY OF ALL PRODUCE PURCHASED BY TORONTO
INDEPENDENT RETAIL STORES FROM DIFFERENT
MARKETING AGENCIES, 1935

Source of supply	Ontario	Other	Total
Wholesalers and jobbers..... \$	1,500,000	4,335,438	5,835,438
tons	41,352	45,899	87,251
Dundas street market..... \$	330,000	—	330,000
tons	12,592	—	12,592
Growers at farm..... \$	105,000	—	105,000
tons	4,094	—	4,094
Growers at store..... \$	882,000	—	882,000
tons	34,389	—	34,389
Truckers at store..... \$	180,000	—	180,000
tons	7,018	—	7,018
Banana jobbers..... \$	—	426,952	426,952
tons	—	5,224	5,224
Others..... \$	3,000	22,821	25,821
tons	117	1,027	1,144
Total..... \$	3,000,000	4,785,211	7,785,211
tons	99,562	52,150	151,712

The cost to the independent store of all produce was \$7,785,211, which includes inter-agency mark-up on indirect purchases of \$747,674 (table 45). Seventy-five per cent of this came from wholesalers and jobbers, but only 50 per cent of the Ontario produce was purchased from them.

Fruits, including both tree fruits and small fruits, made up 56 per cent of the total value of retailers' purchases but only 34.7 per cent of the tonnage which they handled. Potatoes, on the other hand, made up 11.6 per cent of the value but 37.6 per cent of the tonnage.

CHAIN STORES

The Great Atlantic and Pacific Tea Co., Limited, the Dominion Stores, Limited, Loblaw Groceries Co., Limited, and Stop and Shop, Limited, maintain warehouses in Toronto from which the fruits and vegetables sold in their Toronto stores are distributed, or at least recorded in the case of direct deliveries, and from which substantial shipments to branch stores outside Toronto are made. In 1935 together they operated 261 retail stores in the city. One of these chains entered the fruit business in April, 1935, having previously handled only the more durable commodities such as potatoes and citrus fruits. Centralized buying in Toronto is the rule although store managers may at times arrange purchases through head office.

All four chain stores buy directly from selected local growers. After the branch store orders are received, orders are placed by telephone with the growers and delivery is made in the evening or early part of the night, so that fresh produce is available in the stores the following morning. All four stores bring in carloads

direct but this is usually limited to the less perishable commodities and to bananas. Only one chain during 1935 was attempting to import the more perishable commodities. This chain has since discontinued importing while another one has started. There is probably no trend indicated, and whether the chains will buy direct or through a new wholesale market would depend among other things on their volume of business and the service provided by the wholesale market. Chain stores did not buy on the Dundas street market and bought only a small amount from trucker-dealers. One chain store used its own trucks to bring in local produce.

TABLE 46.—TURNOVER OF FRESH FRUITS AND VEGETABLES BY FOUR TORONTO CHAIN STORES¹ DURING 1935

Purchases	Weight		Cost	
	tons	%	\$	%
Direct.....	15,849	48	681,714	32
Indirect (wholesalers and banana jobbers).....	17,330	52	1,450,500	68
Total purchases.....	33,179	100	2,132,214	100
Deduct — shipments to branch stores outside Toronto	8,003	24	575,698	27
Tonnage and value of commodities sold in Toronto stores.....	25,176	76	1,556,516	73

¹The Great Atlantic and Pacific Tea Company, Limited; Dominion Stores, Limited; Loblaw Groceterias Co. Limited; Stop and Shop Limited.

TABLE 47.—DIRECT PURCHASES OF FRUITS AND VEGETABLES BY FOUR TORONTO CHAIN STORES DURING 1935

Origin	Fruits	Vegetables	Potatoes	Total
Southern Ontario..... \$	111,261	217,128	24,094	352,483
tons	1,809	5,125	1,251	8,185
Northern Ontario and Quebec..... \$	97	—	—	97
tons	1	—	—	1
Other Canadian provinces..... \$	—	—	82,656	82,656
tons	—	—	4,427	4,427
Other countries..... \$	185,781	53,608	7,089	246,478
tons	2,266	823	147	3,236
Total cost..... \$	297,139	270,736	113,839	681,714
Total tonnage..... tons	4,076	5,948	5,825	15,849

Method of arrival	carloads.....	8,484 tons	\$345,861
	motor truck	7,365 tons	\$335,853

In table 46 a summary of the turnover of fresh fruits and vegetables for these four chains is presented. Direct purchases amounted to \$681,714 or 32 per cent of the total cost but were 48 per cent of the total tonnage. Indirect purchases, mainly from wholesalers, were 68 per cent of the total cost and 52 per cent of the total tonnage. Of the total turnover of 33,179 tons costing \$2,132,214, 8,003 tons worth \$575,698 were shipped outside the city leaving for sale in Toronto stores a total of 25,176 tons valued at \$1,556,516.

Direct purchases, table 47, were made up as follows: fruits, 4,076 tons valued at \$297,139; vegetables, 5,948 tons at \$270,736; potatoes, 5,825 tons at \$113,839. Ontario produce amounted to 8,185 tons at a cost of \$352,483 or 52 per cent of the total direct purchases. Purchases of potatoes from Prince Edward Island and

New Brunswick amounted to 4,427 tons valued at \$82,656. Foreign produce to the extent of 3,236 tons costing \$246,478 was also purchased direct. The principal commodities were bananas, oranges, lettuce and onions.

Details of purchases from growers are given in table 48, according to four commodity groupings and eleven districts in Ontario and one for blueberries from northern Ontario. Because of the policy of buying on order, the districts closest to Toronto are the most important. Most of this produce was delivered by the growers at the chain store warehouses, but some was purchased from trucker-dealers, and some was brought in from the country in the chain stores' own trucks. Most of the celery was bought from celery washers in the city of Toronto.

TABLE 48.—COST AND TONNAGE OF ONTARIO FRUITS AND VEGETABLES PURCHASED FROM GROWERS IN DIFFERENT DISTRICTS BY FOUR TORONTO CHAIN STORES DURING 1935

District	Tree fruits	Small fruits	Vegetables	Potatoes	Total for the district
Toronto West..... \$	56,141	2,267	107,448	2,901	168,757
tons	998	19	2,477	167	3,661
Oakville-Burlington..... \$	17,150	3,304	21,548	2,824	44,826
tons	300	25	382	86	793
Niagara..... \$	26,558	3,564	9,762	—	39,884
tons	416	25	85	—	526
Norfolk..... \$	—	—	1,300	—	1,300
tons	—	—	31	—	31
Leamington..... \$	118	—	10,660	2,583	13,361
tons	2	—	353	79	434
Thedford-Sarnia..... \$	—	12	8,401	—	8,413
tons	—	—	77	—	77
Toronto East..... \$	90	916	33,924	2,900	37,830
tons	2	6	1,032	167	1,207
East of Toronto..... \$	355	76	1,462	36	1,929
tons	8	1	24	1	34
Bradford..... \$	—	—	10,389	2,150	12,539
tons	—	—	196	133	329
Georgian Bay..... \$	150	—	—	700	850
tons	2	—	—	49	51
Other districts of South \$	560	—	1,965	3,542	6,067
Ontario..... tons	5	—	50	166	221
Northern Ontario and \$	—	97	—	—	97
Quebec..... tons	—	1	—	—	1
Total cost..... \$	101,122	10,236	206,859	17,636	335,853
Percentage..... tons	30	3	62	5	100
Total tonnage..... tons	1,733	77	4,707	848	7,365
Percentage..... %	23	1	64	12	100

TABLE 49.—INDIRECT PURCHASES OF FRUITS AND VEGETABLES BY FOUR TORONTO CHAIN STORES DURING 1935

Source of supply	Weight		Cost	
	tons	%	\$	%
Wholesalers.....	16,700	96	1,401,000	97
Banana jobbers.....	630	4	49,506	3
Total.....	17,330	100	1,450,500	100

About 96 per cent of the indirect purchases were from Toronto wholesalers. These purchases amounted to 16,700 tons or more than all direct purchases (table 49). The chains brought in 164 cars of bananas or 1,640 tons, and bought from banana jobbers an additional 630 tons.

PEDLARS

In 1935 there were 453 pedlars licensed to sell fruits and vegetables in Toronto. They retailed \$1,111,980 worth or 34,855 tons of produce representing 11.2 per cent by value and 12.0 per cent by tonnage of the total sold in Toronto, (table 44).

Purchases, both direct and indirect, of Ontario and imported produce are shown in table 50. The inter-agency mark-up in the case of indirect purchases by pedlars was estimated at \$92,996.

The records show that pedlars obtained more Ontario produce from the Dundas street market than from the wholesaler. Purchases of imported produce were almost entirely from wholesalers, banana jobbers and trucker-dealers.

TABLE 50.—PURCHASES OF FRUITS AND VEGETABLES BY
TORONTO PEDLARS, 1935

—	Tonnage	\$
Direct purchases — grower at farm.....	953	24,500
— grower and trucker at house.....	1,887	48,500
Indirect purchases — Dundas street-market.....	10,076	264,000
— banana jobber.....	1,511	105,178
— wholesaler.....	7,570	609,250
— jobber.....	2,858	153,548
Tonnage and total cost.....	24,855	1,204,976
Ontario.....	17,844	585,000
Other.....	7,011	619,976
Tonnage and total cost to pedlars.....	24,855	1,204,976
Inter-agency mark-up.....	—	92,996
Initial cost of produce in Toronto.....	—	1,111,980

The annual turnover of Ontario produce by individual pedlars, as indicated by the records, ranged from \$225 to \$5,800. They transport their produce in all manner of conveyances from the push cart to the truck.

Pedlars' operations are curtailed during the winter months as weather conditions are not conducive to selling from door to door. Moreover, the Dundas street market is not open to offer a supply of a cheaper class of fruits and vegetables.

Pedlars handle all types of produce although some tend to specialize in one particular commodity or group of commodities such as the banana pedlars already mentioned under the banana jobber section.

HOTELS AND INSTITUTIONS

Some information on the marketing of fruits and vegetables to hotels, restaurants and institutions was obtained. It has been estimated that produce having a value of \$301,000 and representing 4,732 tons was sold in Toronto to hotels and restaurants during 1935. This was purchased from the agencies shown in table 51. It should be noted that this total does not include sales to hotels and restaurants direct from growers of which there is no definite record.

TABLE 51.—PURCHASES OF FRESH FRUITS AND VEGETABLES BY TORONTO HOTELS, RESTAURANTS AND INSTITUTIONS, 1935

Purchased from	Tons	\$
Wholesalers.....	3,340	286,000
Dundas street market.....	955	25,000
Jobbers.....	437	23,494
Total purchases.....	4,732	334,494
Inter-agency mark-up.....	—	33,482
Initial cost in Toronto.....	—	301,012

FARMERS' RETAIL MARKETS

There are three municipal farmers' markets catering to Toronto consumers and affording a retail outlet for the farmers of the district.

The city of Toronto operates the St. Lawrence Market situated downtown, just east of the wholesale produce district or forming a part of it. Sellers are required to register their name and address and to indicate the products sold. No fee or license is required. About 500 farmers are registered and the average Saturday attendance is about 200. A great variety of produce is offered of which fruits and vegetables make up a substantial portion. Wholesale selling by producers would not seem to be important.

The township of North York operates a farmers' market on north Yonge street at Glen Echo road and just outside the city limits. This is housed in an excellent building. Markets are held Tuesdays and Saturdays with an average attendance on Saturday of about 200. The fees are 50 cents per week for each three feet of space, or for purchasers outside the county of York, \$1.00 for each three feet of space. The use of the market is limited to bona fide producers and complaints of the infringement of this rule are investigated by the management.

The township of East York operates a market on Danforth avenue, just outside the city. This is a smaller market with about 60 regular patrons. The charge made for selling space here is 25 cents per running foot.

In addition to the municipal markets there are throughout the city five or six private farmers' markets each of which is operated by an individual who sublets space at a somewhat higher rate than on the municipal market. Farmers selling on these markets are required to secure a license from the city for which \$5.00 is charged. Over 60 farmers were licensed in 1935.

While the quantity of fruits and vegetables sold on these retail markets must be considerable, relatively it is not important and no attempt to determine the amount was made for this study because it did not appear that any wholesale selling was being carried on.

MISCELLANEOUS

WHOLESALE CARTAGE AND DELIVERY COSTS

In Toronto, one trucking company caters to the wholesale fruit and vegetable trade and has a number of trucks entirely at the disposal of the wholesalers with additional trucks available during rush periods. A year-round elastic service is provided in this way which probably could not be maintained so efficiently by the individual dealers. At any rate, in 1935 eleven of the larger wholesalers used this company's trucks for cartage and delivery purposes. The cartage and delivery costs of the wholesalers who used this service were obtained and from all whole-

salers an estimate of the amount delivered direct from cars and of the amount delivered to Toronto buyers at the dealer's expense. The number of cars received and the sales of each wholesaler were known. From this information it was possible to estimate the cartage and delivery costs for all wholesalers.

Cartage costs are incurred in the moving of commodities from cars to warehouse or storage. It was estimated that of the 82,022 tons arriving by carload in Toronto, 18,250 tons were delivered direct to the buying agency and so had no cartage charges. The remaining 63,772 tons were transported from the car to warehouse or storage at an estimated cost of \$49,000. This amount, however, would include charges on goods being transported from storage to warehouse and from the warehouse or storage back to the railway for reshipment.

Delivery cost is the expense of delivering produce from cars or warehouse to the buying agency. This was paid only on that produce sold in Toronto and does not apply to the 28,180 tons that were shipped to outside points in 1935, on which charges were paid by the buyer. This left a total of 105,672 tons, including the 18,250 tons delivered direct, to be delivered in Toronto. Records from wholesalers showed that 63.7 per cent of this total was delivered at the wholesalers' expense. Assuming that this quantity of produce could be delivered at the same rate as that delivered by the trucking company, the cost for such delivery would be \$74,400 for the 67,376 tons. The cost of delivering all produce at a similar rate would be \$116,600. Delivery charges averaged \$1.10 per ton.

Table 52 shows the estimated delivery charges on that portion of the goods delivered by the wholesalers and also the estimated cost of delivering all produce to the different buying agencies in 1935.

A schedule of cartage and delivery charges for a few of the more important fruits and vegetables appears in the following table. The trucking company also

TABLE 52.—ESTIMATED DELIVERY COST OF 39 WHOLESALERS DURING 1935

Buyer	Proportion delivered 67,376 tons	All produce sold in Toronto 105,776 tons
	\$	\$
Independent retail stores.....	46,800	78,300
Pedlars.....	2,500	8,400
Chain stores.....	17,700	18,400
Jobbers.....	3,700	7,800
Others.....	3,700	3,700
Total.....	74,400	116,600

TABLE 53.—RATES CHARGED WHOLESALERS FOR CARTAGE AND DELIVERY ON VARIOUS COMMODITIES AND PACKAGES

Commodity	Package	Cartage	Delivery
		cents	cents
Apples.....	boxes	2	3
	barrels	5	10
Celery.....	crates 16"—24"	3	5
	large	5	10
Oranges.....	boxes	2½	5
Potatoes.....	bags	2	5
	barrels	5	10
Spinach.....	bushel	1½	3
Strawberries.....	crate pints	2	3
	crate quarts	3	5
Tomatoes.....	lugs	1½	3

includes the collection of accounts in its service but makes a small charge for such service when a return call is necessary.

RAILWAY TERMINAL CHARGES

Demurrage, Icing and Heating Charges.—Wholesalers' cost of produce arriving in carloads includes all charges on produce delivered on track in Toronto. Demurrage and terminal heating and icing charges are part of the wholesalers' cost of doing business, to be paid out of the gross trading profit.

Demurrage is that charge made by a railway company for the continued use of a car that is not unloaded within a specified time. The consignee is allowed three days, including the day advice is given to unload his car; failing this he must pay demurrage charges. There is no charge for the first three days, the charge on the fourth day is \$1.00; the fifth day, \$1.00; the sixth and each succeeding day, \$5.00. In addition to this there is a detention charge applying on refrigerator cars at the rate of \$2.00 for the fourth day, \$2.00 for the fifth day, and \$3.00 for each additional day. Some wholesalers prefer to leave their produce in refrigerator cars on track rather than remove the produce to storage and demurrage may be looked upon as a kind of storage charge. In 1935, demurrage was charged on 2,346 cars, of which 2,324 were at the C.N.R. and C.P.R. terminals at Yonge street and George street. The total demurrage and detention for all cars was \$19,005, an average of \$8.10 per car. At the previously-mentioned rates of demurrage this represents an average of over five days on track for each car.

RAILWAY AND STEAMSHIP RECORDS

Information secured from railway records concerning cars unloaded in Toronto, 1935, is given in tables 54 to 59. The total number of cars unloaded exceeds the number made up from purchase records by 122. This might easily be explained by the fact that the railway records include cars consigned to processing plants. However, when an attempt was made to reconcile individual commodities, it was

TABLE 54.—TOTAL CARLOADS OF FRUITS, VEGETABLES AND POTATOES UNLOADED IN TORONTO DURING EACH MONTH OF 1935

Month	No. of cars	FRUITS			VEGETABLES			POTATOES		
		Ontario	Other Canadian provinces	Other countries	Ontario	Other Canadian provinces	Other countries	Ontario	Other Canadian provinces	Other countries
		No.	No.	No.	No.	No.	No.	No.	No.	No.
January	479	—	1	243	9	—	178	2	46	—
February	528	—	3	240	9	—	197	12	67	—
March	629	—	7	262	14	—	268	8	70	—
April	792	—	3	311	5	1	365	15	90	2
May	972	—	5	392	—	4	446	9	74	42
June	792	—	—	383	1	7	276	1	53	71
July	498	1	2	325	—	2	154	1	10	3
August	366	—	3	298	1	6	54	4	—	—
September	325	—	6	205	10	2	34	4	64	—
October	576	—	14	268	33	5	61	3	192	—
November	634	—	34	264	2	5	69	4	254	2
December	526	—	10	254	4	1	116	—	139	2
	7, 117	1	88	3, 445	88	33	2, 218	63	1, 059	122

TABLE 55.—ORIGIN OF CARLOADS OF DIFFERENT KINDS OF FRUITS UNLOADED IN TORONTO DURING 1935

Origin	Apples	Bananas	Blueberries	Cranberries	Cherries	Grapefruit	Grapes	Lemons	Limes	Oranges	Peaches	Pears	Pineapples	Plums	Strawberries	Tangerines	Mixed fruits	Total
	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.
Ontario.....	—	—	—	—	—	—	—	—	—	—	—	—	—	—	1	—	—	1
British Columbia.....	70	—	—	—	—	—	—	—	—	—	—	4	—	—	4	—	1	81
Nova Scotia.....	3	—	1	2	2	—	—	—	—	—	—	—	—	—	—	—	—	6
Quebec.....	—	—	1	—	—	—	—	—	—	—	—	—	—	—	—	—	—	1
Arizona.....	—	—	—	—	—	1	—	—	—	2	—	—	—	1	—	—	—	4
Arkansas.....	1	—	—	—	—	—	—	—	—	—	3	—	—	6	—	—	—	10
California.....	—	—	38	—	—	—	155	183	—	960	4	50	—	—	—	—	47	1,437
Carolina, North.....	—	—	—	—	—	—	—	—	—	—	3	—	—	—	—	—	—	3
Carolina, South.....	—	—	—	—	—	—	—	—	—	—	4	—	—	—	—	—	—	4
Colorado.....	—	—	1	—	—	—	—	—	—	—	—	—	—	—	—	—	—	4
Delaware.....	10	—	—	—	—	—	—	—	—	—	—	—	—	—	6	—	—	16
Florida.....	—	—	138	—	—	—	1	—	—	30	—	—	—	—	3	1	14	187
Georgia.....	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	3	30
Illinois.....	1	—	—	—	—	—	—	—	—	—	27	—	—	—	—	—	—	2
Indiana.....	—	—	—	—	—	—	—	—	—	—	1	—	—	—	11	—	—	12
Kentucky.....	—	—	—	—	—	—	—	—	—	—	1	—	—	—	40	—	—	41
Louisiana.....	—	—	—	—	—	—	—	—	—	—	—	—	—	—	31	—	—	31
Maryland.....	1	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	2
Massachusetts.....	—	—	—	16	—	—	—	—	—	—	—	—	—	—	1	—	—	16
New Jersey.....	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	1
New York.....	—	1	—	—	—	—	—	—	—	—	1	—	—	—	—	—	—	1
Oklahoma.....	1	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	1
Oregon.....	—	—	—	—	—	—	—	—	—	—	—	10	—	—	—	—	—	10
Tennessee.....	—	—	—	—	—	—	—	—	—	—	—	—	—	—	3	—	—	3
Texas.....	—	—	85	—	—	—	1	2	—	—	—	—	—	—	—	—	—	88
Virginia.....	3	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	3
America, Central.....	—	74	—	—	—	—	—	—	—	13	—	—	—	—	—	—	3	197
America, South.....	—	—	—	—	—	—	1	1	—	7	—	—	—	—	—	—	1	10
Italy.....	—	—	—	—	—	—	—	122	—	5	—	—	—	—	—	—	1	128
Mexico.....	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	1
Palestine.....	—	—	—	—	—	—	—	—	—	3	—	—	—	—	—	—	—	3
Spain.....	—	—	—	—	—	—	—	—	—	43	—	—	—	—	—	—	—	45
West Indies.....	—	901	—	—	—	—	5	—	—	58	—	—	158	—	—	—	9	1,154
South Africa.....	—	—	—	—	—	—	—	—	—	4	—	—	—	—	—	—	—	4
	90	975	2	19	2	389	164	308	4	1,125	45	64	158	7	100	1	81	3,534

TABLE 56.—ORIGIN OF CARLOADS OF DIFFERENT KINDS OF VEGETABLES UNLOADED IN TORONTO DURING 1935

Origin	Asparagus	Beans	Beets	Cabbage	Carrots	Cauliflower	Celery	Cucumbers	Garlic	Lettuce	Melons	Onions	Peas	Peppers	Radish	Rhubarb	Spinach	Sprouts	Sweet Potatoes	Tomatoes	Turnips	Watermelons	Mixed Vegetables	Total
	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.
Ontario.....	—	—	—	—	20	—	6	—	—	—	—	46	—	—	—	—	—	—	—	1	15	—	—	88
British Columbia	—	—	—	—	—	—	—	—	—	2	—	2	—	—	—	1	—	—	—	21	—	—	1	27
Quebec.....	—	—	—	1	—	—	—	—	—	—	—	—	4	—	—	—	—	—	—	—	—	—	1	6
Alabama.....	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	3	—	3
Arizona.....	—	—	—	—	13	—	—	—	—	170	42	—	—	—	—	—	1	—	—	2	—	—	1	229
Arkansas.....	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	9	—	—	1	—	—	—	10
California.....	13	1	—	1	126	65	66	—	1	266	64	7	21	—	—	—	—	1	1	13	—	1	28	675
Carolina, North	—	9	—	2	—	—	—	—	—	—	—	—	—	—	—	—	1	—	—	—	—	3	—	14
Carolina, South	—	2	—	25	—	—	—	—	—	—	—	—	—	—	—	—	1	—	—	—	—	6	1	35
Delaware.....	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	59
Florida.....	24	—	—	14	—	—	104	—	—	3	1	—	—	1	—	—	—	—	—	1	—	118	3	268
Georgia.....	—	—	—	1	—	—	—	—	—	1	—	1	—	—	—	—	—	—	—	4	—	63	—	69
Idaho.....	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	1
Indiana.....	—	—	—	—	—	—	—	5	—	—	—	1	—	—	—	—	—	—	—	—	—	—	—	6
Louisiana.....	—	37	—	—	—	—	—	—	—	—	—	1	—	—	—	—	—	—	—	2	—	—	7	53
Maryland.....	—	3	—	1	—	—	—	—	—	—	—	3	—	—	—	—	—	—	—	28	—	—	—	44
Mississippi.....	—	4	—	51	—	—	—	—	—	1	1	—	—	—	—	—	11	—	—	2	8	—	21	86
Missouri.....	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	2	—	—	3
New Jersey.....	—	—	—	1	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	7	—	—	—	7
New York.....	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	6	—	—	—	—	—	—	6
Oklahoma.....	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	4	—	—	—	31
Tennessee.....	5	—	—	22	—	—	—	—	—	—	—	—	—	—	—	—	59	1	—	—	18	—	51	165
Texas.....	—	10	15	15	2	—	1	3	—	—	—	3	1	—	1	—	7	—	—	15	—	—	6	48
Virginia.....	—	4	1	15	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	1	1
Washington.....	—	—	—	—	—	—	—	—	—	1	—	—	—	—	—	—	—	—	—	—	—	—	—	18
Australia.....	—	—	—	—	—	—	—	—	—	—	—	18	—	—	—	—	—	—	—	—	—	—	—	14
America, South	—	—	—	—	—	—	—	—	—	—	2	12	—	—	—	—	—	—	—	—	—	—	—	36
Egypt.....	—	—	—	—	—	—	—	—	—	—	—	36	—	—	—	—	—	—	—	—	—	—	—	233
Mexico.....	—	—	—	—	—	—	—	—	—	—	2	—	12	—	—	—	—	—	—	219	—	—	—	100
Spain.....	—	—	—	—	—	—	—	—	—	—	—	10	—	—	—	—	—	—	—	90	—	—	—	4
West Indies.....	—	—	—	—	—	—	—	—	1	—	—	—	—	—	—	—	—	—	—	—	—	—	3	—
	13	89	11	149	161	65	177	8	2	444	112	139	38	1	1	1	94	2	114	386	15	194	123	2,339



Motor vehicles brought to Toronto 97 per cent of the fresh fruits and vegetables grown in Ontario and sold at wholesalers in that city.



With the increased use of the motor truck in marketing fresh fruits and vegetables, adequate public market facilities for grower and trucker are essential.

found that this reason alone was insufficient. The names of consignees of all cars were not obtained and there was evidently a very considerable number of cars interchanged between dealers so that an attempt to reconcile the two sets of figures was not successful. The origin of the commodity as distinguished from the last point of shipment was not always clear, and therefore, the origin given in these tables is approximate. The information was of help in estimating the monthly tonnage. The tables are presented as additional information.

SUMMARY

Approximately 250,000 tons of fresh fruits, vegetables and potatoes were sold at wholesale in Toronto during 1935. Of this quantity, about 40,000 tons or 16 per cent were re-shipped to consuming centres outside of Toronto. The wholesale value of the total Toronto receipts was about \$12,700,000, of which about \$2,202,000 worth was sent to points outside of Toronto largely by wholesalers and chain stores. Sales of fresh fruits and vegetables at retail public markets in Toronto and sales at retail direct to Toronto consumers at farms and roadside markets and to their city homes are not included in this great volume.

As Toronto is situated close to large producing areas, it is to be expected that much of the produce received in that city came from the province of Ontario. About 142,600 tons of fresh fruits, vegetables and potatoes valued at wholesale at \$4,335,640 originated in Ontario. This represents about 58 per cent of the total volume and 34 per cent of the total value of all produce received at wholesale. About 42 per cent of the total volume, therefore, and 66 per cent of the total value were received from other provinces of Canada, the United States and other countries.

Toronto is an international market for fresh fruits and vegetables. Six of the provinces of Canada, besides Ontario, 28 states of the United States of America, and 10 other countries sent produce of this type to Toronto in 1935. The distribution of Toronto receipts by commodity groups was 89,140 tons of fruits, 73,180

TABLE 57.—ORIGIN OF CARLOADS OF POTATOES UNLOADED IN TORONTO DURING EACH MONTH OF 1935

	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total
	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.
Ontario.....	2	12	8	15	9	1	1	4	4	3	4	—	63
Manitoba.....	—	—	—	—	—	—	—	—	—	—	1	—	1
New Brunswick....	8	16	3	6	4	3	1	—	44	84	40	4	213
Nova Scotia.....	—	—	—	—	—	1	—	—	—	—	—	—	1
Prince Edward Island.....	38	51	67	84	70	49	9	—	5	108	213	135	829
Quebec.....	—	—	—	—	—	—	—	—	15	—	—	—	15
California.....	—	—	—	—	—	—	—	—	—	—	—	1	1
Carolina, North....	—	—	—	—	—	8	—	—	—	—	—	—	8
Carolina, South....	—	—	—	—	33	4	—	—	—	—	—	—	37
Florida.....	—	—	—	1	8	—	—	—	—	—	—	—	9
Maryland.....	—	—	—	—	—	—	—	—	—	—	1	—	1
Massachusetts.....	—	—	—	—	—	—	—	—	—	—	1	—	1
Texas.....	—	—	—	—	—	—	—	—	—	—	—	1	1
Virginia.....	—	—	—	—	—	59	3	—	—	—	—	—	62
West Indies.....	—	—	—	1	1	—	—	—	—	—	—	—	2
	48	79	78	107	125	125	14	4	68	195	260	141	1,244

TABLE 58.—CARS OF DIFFERENT KINDS OF FRUITS, VEGETABLES AND POTATOES UNLOADED
IN TORONTO DURING EACH MONTH OF 1935

Commodity	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total
	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.
<i>Fruits:</i>													
Apples.....	1	3	7	4	5	1	15	1	—	10	34	9	90
Bananas.....	40	47	75	96	111	134	126	106	71	73	54	42	975
Blueberries.....	—	—	—	—	—	—	—	2	—	—	—	—	2
Cranberries.....	—	—	—	—	—	—	—	—	3	4	10	2	19
Cherries.....	—	—	—	—	—	—	1	1	—	—	—	—	2
Grapefruit.....	54	38	42	43	24	23	10	15	12	37	42	49	389
Grapes.....	11	2	1	1	3	—	—	13	16	56	51	10	164
Lemons.....	24	40	28	23	28	41	35	15	21	15	11	27	308
Limes.....	—	—	—	—	—	—	1	3	—	—	—	—	4
Oranges.....	105	101	102	105	97	96	83	87	61	79	91	118	1,125
Peaches.....	—	—	—	—	—	3	28	14	—	—	—	—	45
Pears.....	—	1	—	—	—	3	6	33	13	3	4	1	64
Pineapples.....	1	2	9	21	73	51	—	—	—	—	—	1	158
Plums.....	—	—	—	—	—	—	7	—	—	—	—	—	7
Strawberries.....	—	2	—	15	56	22	1	—	4	—	—	—	100
Tangerines.....	1	—	—	—	—	—	—	—	—	—	—	—	1
Mixed fruit.....	7	7	5	6	—	9	15	11	10	5	1	5	81
	244	243	269	314	397	383	328	301	211	282	298	264	3,534
<i>Vegetables:</i>													
Asparagus.....	—	—	—	13	—	—	—	—	—	—	—	—	13
Beans.....	—	6	11	8	38	19	—	—	1	2	4	—	89
Beets.....	—	—	2	3	6	—	—	—	—	—	—	—	11
Brussels sprouts.....	1	1	—	—	—	—	—	—	—	—	—	—	2
Cabbage.....	4	10	8	34	73	19	—	1	—	—	—	—	149
Carrots.....	—	9	18	35	66	13	—	—	—	20	—	—	161
Cauliflower.....	16	15	10	15	5	2	—	—	—	—	—	2	65
Celery.....	4	23	60	39	28	17	—	—	—	3	1	2	177
Cucumbers.....	1	—	2	2	3	—	—	—	—	—	—	—	8
Garlic.....	—	—	1	—	—	—	1	—	—	—	—	—	2
Lettuce.....	52	46	65	55	65	1	3	25	19	20	42	51	444
Melons.....	—	—	1	1	—	29	65	16	—	—	—	—	112
Onions.....	11	3	13	39	12	26	1	1	11	14	5	3	139
Peas.....	4	7	3	2	7	3	—	11	—	—	—	1	38
Peppers.....	—	—	—	—	1	—	—	—	—	—	—	—	1
Radish.....	—	—	—	1	—	—	—	—	—	—	—	—	1
Rhubarb.....	—	—	—	—	1	—	—	—	—	—	—	—	1
Spinach.....	18	10	14	25	16	—	—	—	—	—	2	9	94
Sweet potatoes.....	13	14	7	8	3	—	—	4	15	25	13	12	114
Tomatoes.....	36	34	48	77	88	49	7	—	—	11	8	28	386
Turnips.....	4	6	3	—	—	—	—	—	—	—	—	2	15
Watermelons.....	—	—	—	—	11	102	79	2	—	—	—	—	194
Mixed Vegetables	23	22	16	14	27	4	—	1	—	4	1	11	123
	187	206	282	371	450	284	156	61	46	99	76	121	2,339
Potatoes.....	48	79	78	107	125	125	14	4	68	195	260	141	1,244
	479	528	629	792	972	792	498	366	325	576	634	526	7,117

TABLE 59.—ORIGIN OF CARLOADS OF FRUITS, VEGETABLES AND POTATOES UNLOADED IN TORONTO DURING EACH MONTH OF 1935

Origin	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total
	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.
Ontario.....	11	21	22	20	9	2	2	5	14	36	6	4	152
<i>Other Canadian Provinces:</i>													
British Columbia.....	—	2	7	4	9	7	3	1	8	17	39	11	108
Manitoba.....	—	—	—	—	—	—	—	—	—	—	1	—	1
New Brunswick.....	8	16	3	6	4	3	1	—	44	84	40	4	213
Nova Scotia.....	1	1	—	—	—	1	1	1	—	2	—	—	7
Pr. Ed. Island.....	38	51	67	84	70	49	9	—	5	108	213	135	829
Quebec.....	—	—	—	—	—	—	—	7	15	—	—	—	22
	47	70	77	94	83	60	14	9	72	211	293	150	1,180
<i>United States:</i>													
Alabama.....	—	—	—	—	—	2	1	—	—	—	—	—	3
Arizona.....	43	26	59	35	6	3	41	—	—	—	1	19	233
Arkansas.....	—	—	—	9	—	—	11	—	—	—	—	—	20
California.....	121	162	162	207	278	204	173	215	124	165	146	156	2,113
Carolina, North.....	—	—	—	2	4	13	3	3	—	—	—	—	25
Carolina, South.....	—	—	—	21	40	6	5	4	—	—	—	—	76
Colorado.....	—	—	—	—	—	—	—	—	—	1	—	—	1
Delaware.....	12	12	7	8	1	5	9	2	—	—	8	11	75
Florida.....	19	33	95	103	59	100	25	—	—	13	7	10	464
Georgia.....	—	2	2	1	—	23	70	1	—	—	—	—	99
Idaho.....	—	—	—	—	—	—	—	—	—	1	—	—	1
Illinois.....	—	—	—	—	—	1	—	1	—	—	—	—	2
Indiana.....	1	—	2	2	—	11	—	1	—	1	—	—	18
Kentucky.....	—	—	—	—	35	5	—	1	—	—	—	—	41
Louisiana.....	2	1	1	18	49	4	—	—	—	6	3	—	84
Maryland.....	—	—	—	1	10	4	1	3	6	14	7	1	47
Massachusetts.....	—	—	—	—	—	—	—	—	3	1	11	2	17
Mississippi.....	—	2	—	8	68	8	—	—	—	—	—	—	86
Missouri.....	—	—	—	1	—	2	—	—	—	—	—	—	3
New Jersey.....	—	—	—	—	—	—	—	—	5	3	—	—	8
New York.....	—	—	—	—	—	—	—	1	—	—	—	—	1
Oklahoma.....	1	—	—	3	3	—	—	—	—	—	—	—	7
Oregon.....	—	—	—	—	—	—	—	—	4	2	4	—	10
Tennessee.....	—	—	—	—	9	21	4	—	—	—	—	—	34
Texas.....	71	60	44	23	12	22	—	—	—	6	3	13	254
Virginia.....	—	—	—	—	23	66	6	2	4	9	1	2	113
Washington.....	—	—	—	—	—	1	—	—	—	—	—	—	1
	270	298	372	442	597	501	349	234	146	222	191	214	3,836
Mexico.....	3	26	40	70	85	5	2	—	—	—	—	3	234
<i>Other Countries:</i>													
Australia.....	—	—	—	5	5	8	—	—	—	—	—	—	18
Central America.....	27	14	8	3	—	17	1	6	4	25	49	43	197
Egypt.....	—	—	—	22	2	11	1	—	—	—	—	—	36
Italy.....	22	30	20	2	—	13	3	1	10	—	7	19	127
Palestine.....	—	3	—	—	—	—	—	—	—	—	—	—	3
Spain.....	17	4	1	1	—	1	—	—	3	11	13	4	55
South Africa.....	—	—	—	—	—	—	—	—	—	—	4	—	4
South America.....	8	1	2	8	3	2	—	—	—	—	—	—	24
West Indies.....	74	61	87	125	188	172	126	111	76	71	71	89	1,251
	148	113	118	166	198	224	131	118	93	107	144	155	1,715
Total.....	479	528	629	792	972	792	498	366	325	576	634	526	7,117

tons of vegetables and 83,990 tons of potatoes, valued respectively at approximately \$7,100,200, \$4,274,540, and \$1,326,780. Ontario contributed by weight 43 per cent of the fruit, 62 per cent of the vegetables and 70 per cent of the potatoes. By value Ontario's contributions were 27, 39 and 58 per cent respectively. Imports amounting to more than \$4,000,000 worth of citrus fruits, bananas and pineapples largely account for the small percentage by value of Ontario fruits received in Toronto in 1935.

Of all the fresh fruits and vegetables received from the province of Ontario, 97 per cent by weight arrived by motor trucks while of those originating in other provinces and countries, 97 per cent were received by rail in carload lots.

Approximately 31,040 tons were received in Toronto in August. This was the heaviest receiving month, and the tonnage dropped to the lowest point in January, when 13,660 tons were received.

It was estimated that the total quantity of fresh fruits, and vegetables arriving in Toronto in 1935 was received in 13,720,100 packages of different kinds. Of this total, 10,200,000 contained produce from Ontario.

Of the different marketing agencies in Toronto receiving produce at wholesale, the wholesalers handled the largest quantity. On a tonnage basis these dealers received 54 per cent of the total, independent stores received about 19 per cent, nearly 11 per cent was handled through the Dundas street market, miscellaneous dealers and chain stores each handled about 6 per cent, banana jobbers about 3 per cent, and city pedlars received about 1 per cent. On a value basis the wholesalers received about 72 per cent of the total.

Approximately 28 per cent of the value of all the Ontario-grown produce came to Toronto from the area west of the city within a radius of 20 miles. Niagara district supplied about 20 per cent; Oakville-Burlington district about 12 per cent; Bradford district about 5 per cent; and the balance from other less important districts.

The value laid down in Toronto of fresh fruits, vegetables and potatoes handled by 39 wholesalers was about \$9,160,000. This represented a tonnage of approximately 133,850. Sales of wholesalers amounted to \$10,205,000, of which about 16.2 per cent represented commodities sold on consignment, 73.6 per cent commodities purchased, 8.6 per cent estimated gross trading profits and commissions earned, and 1.6 per cent the value of commodities other than fresh fruits and vegetables handled by these dealers.

The net returns to farmers in different districts for each dollar's worth of produce sold on consignment in Toronto in 1935 were: Burlington, 78.7 cents, Niagara 78.0 cents, Leamington 72.1 cents, northern Ontario 65.4 cents. The balance of the dollar represents costs of transportation, handling and selling.

Wholesalers handled from Ontario (exclusive of blueberries), about 17,900 tons of fruits, 24,050 tons of vegetables, and 7,100 tons of potatoes. The total value laid down in Toronto of all these commodities from Ontario was about \$1,780,000. From other sources than Ontario, but including blueberries from northern Ontario and Quebec these dealers handled about 40,000 tons of fruits, 27,000 tons of vegetables and 18,000 tons of potatoes. The total value of these commodities was about \$7,400,000. Of this total value about \$6,800,000 worth came from the United States. More than two and one-half times as much Ontario produce was handled by Toronto wholesalers on consignment than was purchased outright by these dealers.

Distribution of sales by wholesalers was as follows: independent retail stores, 48 per cent; dealers in centres outside of Toronto, 23 per cent; chain stores, 14 per cent; city jobbers and pedlars, 12 per cent; hotels, restaurants, institutions, and processing plants, 3 per cent.

The estimated sales of fruits and vegetables of all kinds on the Dundas street market in 1935 amounted to \$684,000, of which growers' sales were \$225,000 and truckers, \$460,000. Retail stores purchased produce worth \$330,000; city pedlars, \$264,000; out-of-town buyers \$66,000, and hotels and restaurants, \$25,000.

The names were obtained of 420 different growers, 17 grower-truckers, and 139 truckers selling on the Dundas market during the summer of 1936.

The total cost of fresh fruits and vegetables of all kinds purchased by independent retail stores in Toronto was approximately \$7,785,200. Of this quantity, the province of Ontario supplied \$3,000,000 worth and other sources the balance.

The cost of fresh fruits and vegetables purchased by Toronto chain stores amounted to approximately \$1,556,520. Of this total, purchases direct from Ontario growers (except blueberries) amounted to \$352,483.

Purchases of city pedlars during the year reached a total of \$1,111,980 of which \$585,000 worth originated in Ontario.

During 1935, 7,117 full carloads of fresh fruits, vegetables and potatoes were unloaded in Toronto. They were fairly evenly distributed throughout the year; the largest number, 972, being unloaded in May, and the smallest, 325, in September. Carloads from Ontario totalled 152, from other Canadian provinces, 1,180 of which 1,059 were potatoes, and from other countries, mainly United States, 5,785. There were 3,534 cars of fruits, 2,339 cars of vegetables and 1,244 cars of potatoes.

OTTAWA
J. O. PATENAUDE, I.S.O.
PRINTER TO THE KING'S MOST EXCELLENT MAJESTY
1940